

While Appendix 2 lists U.S. importers who were identified through this survey and through U.S. posts as being interested in Canadian sources of supply, other potential importers include the purchasing departments of U.S. telephone companies and distributors of telephone central office equipment and supplies. The distributors, usually having a wide range of products to sell, are an efficient mechanism for smaller firms to reach buyers to whom they would not otherwise sell directly. A listing of supply houses and distributors are published in the annual *Telephony's Directory*. Telecommunications equipment leasing and maintenance companies and contractors are also potential targets for Canadian exporters. Contractors in New York, Massachusetts, California, Texas, Georgia, Florida and the industrial areas of the eastern seaboard (with the exception of the Carolinas) are most likely to be the major players in this group. A list of these leasing service and contracting firms are found in the *Telecommunications Source Book* published annually by the North American Telecommunications Association.

## **SURVEY OF U.S. ASSOCIATIONS**

U.S. industry associations were contacted in order to supplement information provided by individual importers and to provide an industry perspective on trade in the telecommunications equipment industry. The industry associations contacted and their mandates are as follows:

- North American Telecommunications Association (NATA) promotes competitiveness in the telecommunications industry;
- International Communications Association (ICA) is a telecommunications equipment users group which shares information among group members;
- International Association of Satellite Users and Suppliers (IASUS), is a non-profit trade association for suppliers and users of satellite equipment which increases interaction between users and suppliers;
- Telecommunications Industry Association (TIA) represents manufacturers and suppliers of telecommunication products in the United States and provides lobbying, public relations, seminars and trade shows for its members;
- American Electronics Association (AEA) ensures that U.S. electronics companies have a favorable economic and political environment in which to operate.