

51.7% of respondents were facing rising costs for their imports of chemical specialties as a result of the devaluation of the U.S. dollar. A large number of these importers were interested in hearing about Canadian sources of supply. Importers indicated a preference for receiving preliminary product information through brochures, industry publications, personal contact by the company and contact by a manufacturer's representative. A key consideration in the decision to import chemical specialties is the unavailability of the product in the United States.

A survey of selected U.S. associations affiliated with the chemical specialties industry indicated that these associations perceive the Canadian industry to have an advantage in an abundance of natural resources, particularly for fertilizer production.

The industrial and the household/retail market segments, on average, accounted for most of the chemical specialties products imported.