

## SECTION VII - SOURCES OF FURTHER INFORMATION

Just as there are many options to choose for transporting goods to the Northwestern, Southwestern United States including Hawaii and Alaska, there exist a great number of contacts, guides, directories, and manuals from which you can obtain more detailed information. If you plan to make use of several types of transportation services, any one of the "general" guides listed below will be useful. For companies keenly interested in understanding transportation and distribution systems management more fully, any one of several texts are available by special order from any bookstore. If your information needs are more or alternative specific, you can choose from a variety of specialized publications listed below. The cost of all publications is expressed in Canadian dollars as of June, 1985.

### GENERAL MARKETING INFORMATION

External Affairs Canada has conducted a number of market studies exploring potential export opportunities for Canadian manufacturers. These include:

1. Opportunities in Offshore Drilling Equipment and Technology in Southern California (1984)
2. Residential Furniture in the Northwestern U.S.A. (1984)
3. Canadian Pulp and Paper Mill Machinery, Southeastern U.S.A. (1984)
4. Opportunities for Canadian Data Processing Hardware and Software Products in the Southwestern U.S.A. (1983)
5. The Marketing Potential for Canadian Manufactured Packaging Machinery and Systems in California (1982)
6. Opportunities for Canadian Forest Harvesting Machinery and Equipment in the Southeastern United States (1982)
7. The Market Potential for Canadian Packaging Materials in California (1981)
8. The Potential for Marketing Canadian Beef Breeding Stock in the Nine State Area of the Southern United States (1982)
9. The Potential for Marketing Canadian Swine Breeding Stock in the Nine State Areas of the Southern United States (1982)
10. The Market Potential for Canadian Woodworking Machinery in the State of California (1981)
11. On-Board Fishing Vessel Equipment: Accessing U.S. West Coast Markets (1981)
12. The Marketing Potential for Selected Canadian Manufactured Wood Products in Southern California (1981)

These reports as well as pocket sized reference guides explaining intricacies of