

IV - MARKET STUDY

SURVEY OF U.S. IMPORTERS

The U.S. importers of measuring and instrumentation equipment interviewed were selected from a variety of sources, including the report provided by the *Journal of Commerce Piers Port Import/Export Reporting Service*. This report contained three months of 1987 shipping data and ranked importers from major developed countries by volume of imports. This list was supplemented by information provided by External Affairs' posts in the United States and by lists from trade associations and numerous industry publications.

The study as a whole will examine approximately 80 product sectors. The number of interviews will be dependent on the level of concentration in the industry and the diversity of products within each sector. In total, over 4,000 interviews will be carried out with U.S. companies. The number of companies contacted per sector varies from 40 to over 100. In most cases, a minimum of 30 interviews with potential buyers will be completed. For the measuring and instrumentation equipment sector, 50 questionnaires were completed.

Interview Results

For the 50 respondents interviewed, Table 1, below, illustrates the major products imported by the respondents. Some respondents also reported imports of products which were not included in this study.

Table 1

Product	No. of Respondents Reporting Product as Major Import
Balances and scales, nes*	6
Measuring and measuring/controlling instruments, nes	5
Thermometers, nes	2
Micrometers, mechanics, hand	2
Physical properties test/inspection equipment, nes	2
Electronic equipment components, nes	2

* Not elsewhere specified.