

Germany and Japan. With respect to a Free Trade Agreement between Canada and the United States, the HIMA did not foresee any resulting change in trade patterns, whereas the ADTA felt that U.S. exports were likely to increase into Canada, as most advertisers in Canadian publications are American.

Though the Canadian medical and dental instruments industry was positively perceived by the U.S. associations, political interference was considered an impediment to national industry growth and innovation. Provincial legislation of medical and health care policies was perceived to give preference to local Canadian manufacturers irrespective of their international competitiveness. This "protectionist" policy was considered to potentially limit the ability of Canadian companies to penetrate foreign markets.

Popular U.S. trade fairs and publications are documented in Appendix 9.