

because it is not as heavily unionized and, thus there are likely to be more exports from the United States to Canada. The NAPL, however, does not believe that the Free Trade Agreement will have any significant impact on exports or imports in the printed trade industry.

All associations perceive the Canadian printed materials industry favorably. Canadian products are perceived to be competitive with U.S. goods. The NAPL and the IBFIA indicated that the technology and production methods of the Canadian and U.S. industries are similar. The PIA noted that a weakness of the Canadian industry is the unionization of the firms. The IBFIA believes that compared to their U.S. counterparts, Canadian firms appear to be weaker in marketing and sales.

The U.S. industry associations identified the following trade fairs as the most important for the printed materials industry: "Graph Expo", "InFORMservices 1990" and "Print '91". Further information on these trade shows, together with names of relevant industry publications provided by the associations are listed in Appendix 8.