

An analysis was made of these items to identify areas of Canada's capabilities, in terms of know-how in the industry; progress being made and how best the department can encourage industries to take advantage of favourable duty reductions.

A macro-study of the project was begun by analysing the selected sample from IMI-46 Microfiche slides to indicate the countries participating in the export of items selected, to the United States, the total dollar value of the United States' annual imports, Canada's percentage of total dollar value of the United States' imports, and Canada's position as an exporter with reference to other countries exporting those selected items to the United States. Where Canada participates as an exporter of an item, the Canadian manufacturers were identified from the B.O.S.S., and from the experts at DRIE and, I ascertained from the experts the current positions of the manufacturers or producers of the items and the general direction of the industries under consideration, in terms of their capabilities and viabilities in the United States Market.

IDENTIFIED POTENTIAL EXPORT OPPORTUNITIES

Tool handles (203.20)	Export potential does exist.
Rainwear, hunting/fishing wear 376.54/376.56	Export potential exists - presently cottage industry level.
Textiles & Fibre products	With exception of high fashion, high price seasonal garments, industry is dominated by LDC,s.
Labels (385.61)	Potential is in exclusive woven label market.
Roofing tiles	Export potential does exist. There is a trend in the USA toward roofing tiles.
Metals & Minerals, Chemicals, Petrochemicals	Not studied in detail. It was generally assumed that the industry is already well informed.