

I. INTRODUCTION

Statement of Objectives  
How the Report is Structured  
Method Used to Obtain Information  
Background of the Study

## Section 2

# Interviews With Exporting Canadian Printers

II. HOW TO GET INTO THE U.S. MARKET

Overcoming Obstacles

1. Overcoming "Big American"
2. Overcoming Language Barriers
3. Overcoming Long Distances

Identifying a Market Niche  
The Need For Market Research  
Buyouts, Joint Ventures and Partnerships  
Sales Representatives and Print Brokers  
Networking

1. Tradeshows
2. Associations
3. Suppliers
4. Bi-National Companies

III. HOW TO STAY IN THE U.S. MARKET

Service  
Shipping  
Customs

VI. SUMMARY OF FINDINGS