

In general, brochures and other printed materials are the most preferred means of gathering preliminary information about new suppliers and their products, while industry publications and trade fairs were also frequently mentioned by those surveyed. Personal contact with the manufacturer or distributor and recommendations from a personal contact are key influencing factors in the purchase decision.

A question related to the Canada-U.S. Free Trade Agreement provoked a range of responses from the U.S. importers surveyed. When asked about the impact of the agreement on their purchasing policies, over one-third of the respondents indicated that they would be increasing their imports from Canada. The remainder either felt that the Agreement would have no effect or had not yet considered its impact. None indicated that this would decrease their purchases from Canada upon implementation of the Free Trade Agreement.

The survey of U.S. industry associations demonstrated that Free Trade is expected to benefit chemical suppliers in both Canada and the United States. In general, these groups indicated that Canadian companies are viewed as very capable suppliers of chemicals and chemical products. There does, however, appear to be limited awareness of Canadian industry's potential on the part of some U.S. companies.