

1. INTRODUCTION

As a result of the Free Trade Agreement, selling to the US federal government civilian market has become more attractive to Canadian exporters. Prior to the Agreement, US federal legislation provided that all government contracts valued at \$171,000 or less be reserved for small, American companies. This threshold has since been reduced to \$25,000 with the result that a market of \$3 billion has been opened up to Canadian exporters.

At the request of the Department of External Affairs and International Trade Canada, the Canadian Exporters' Association undertook to inform Canadian companies of the procedures involved in obtaining US government procurement contracts. Half-day seminars entitled Selling to the US Government were held in ten major cities across Canada from February 3 to 17, 1989, attracting 695 participants.

Because the seminars represented solely an introduction phase, a telemarketing survey was commissioned to determine whether further assistance was required, or indeed desired. The survey provided useful information on the interest of the seminar participants to pursue the US government procurement market and the obstacles they face.