

deal with government regulations and amendments to legislation regarding medical equipment. Information gathered through contacts in the industry is disseminated to its members via seminars and meetings;

- American Dental Trade Association (ADTA) keeps members up-to-date on trends in the dental equipment industry. Industry-specific information is gathered through private surveys and is distributed exclusively to members of the Association.

The associations were interviewed to obtain the following information:

- Market trends in the medical and dental instruments industry;
- The effect of the devaluation of the U.S. dollar on trade in the U.S. medical and dental instruments industry;
- Major industry trade fairs;
- Major industry publications;
- The potential effect of Free Trade on Canada-United States trade in medical and dental instruments;
- Their opinion on the strengths and weaknesses of the Canadian medical and dental instruments industry.

Interview Results

Industry associations agreed that despite slower growth rates, continued domestic demand and an increase in international demand for medical devices and dental equipment will maintain U.S. production growth at a steady pace (12% - 15%) over the next five-year period. The weakness of the U.S. dollar was perceived to have considerably boosted the foreign competitiveness of U.S. equipment.

The Health Industry Manufacturers Association (HIMA) reported that U.S. imports will increase from Australia, Mexico and the Pacific Rim countries and expressed a desire to rectify the large U.S. deficit with West Germany and Japan. The American Dental Trade Association (ADTA) reported that greater interest was being registered in U.S. equipment from industrial developing countries along the Pacific Rim and South America (e.g., Brazil). The devaluation of the U.S. dollar has also allowed for greater activity in the highly competitive markets of West