

STUDIES IN CANADIAN EXPORT OPPORTUNITIES IN THE U.S. MARKET

PRINTING

TABLE OF CONTENTS

	Page
EXECUTIVE SUMMARY	1
I - STUDY OBJECTIVES	3
II - CONCLUSIONS OF THE PEAT MARWICK STUDY	4
III - U.S. IMPORTS OF PRINTED PRODUCTS.....	6
Sector Definition.....	6
U.S. Imports 1982-88	7
U.S. Industry Outlook	11
IV - MARKET STUDY	17
Survey of U.S. Importers	17
Survey of U.S. Associations.....	22
V - BACKGROUND	25
Study Approach	26
APPENDICES	
Appendix 1 - U.S. Importers Seeking Sources of Supply for Specific Printing Services and Printing Products	31
Appendix 2 - U.S. Importers Generally Seeking Sources of Supply	43
Appendix 3 - 1988 Imports of Printed Products (Schedule A - 892.1, 892.2, 892.8)	49
Appendix 4 - 1988 U.S. Imports of Selected Printed Products from Europe and Japan by Country.....	55
Appendix 4A - 1983 - 1988 U.S. Imports of Selected Printed Products by Country....	57
Appendix 5 - 1982 - 1988 Imports of Selected Printed Products	61
Appendix 6 - Current U.S. Tariffs on Canadian Printed Products and Schedule for their Removal under the Free Trade Agreement.....	67
Appendix 7 - Countries of Origin and Respondents' Level of Satisfaction.....	73
Appendix 8 - U.S. Industry Trade Fairs and Publications.....	75
Appendix 9 - Canadian Government Trade Contacts in Canada and the United States.....	79