

EXECUTIVE SUMMARY

In 1984, companies in New Brunswick, Newfoundland, Nova Scotia and Prince Edward Island exported goods and services valued at nearly \$3 billion to the United States, the vast majority of which were shipped by truck. The nine Northeastern States made up of Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont purchased approximately 80% of these exports. Further details on exports to these states and other parts of the United States by mode are shown in Sections III to VI.

The report has been produced to help first time exporters in New Brunswick, Newfoundland, Nova Scotia and Prince Edward Island increase their sales potential by obtaining a better understanding of the importance of transportation. It is a "how to" document which describes the various transportation options available to make a decision on the most cost effective method of shipping goods and how to shop for transportation. It deals with various transportation modes and how selected Atlantic Canadian companies are using existing transportation services to export successfully, and provides province specific discussions on the alternative modes and comparative costs for ease of reference.

A decision tree has been developed to serve as a road map to help you determine "how to shop" for and "how to choose" transportation services. A check list for first time exporters will guide you through the selection procedure.

The report has been prepared on behalf of the Department of External Affairs United States Trade and Investment Development Bureau and the Canadian Consulates General in Boston, New York, Philadelphia, Atlanta, Los Angeles and San Francisco with the support of the provinces of New Brunswick, Newfoundland, Nova Scotia and Prince Edward Island and the Department of Regional Industrial Expansion offices located in New Brunswick, Newfoundland, Nova Scotia and Prince Edward Island.