

## INTRODUCTION

In 1993, approximately \$344 million (US) of printed material (SIC 27) was exported by the United States into Canada, while Canada exported \$151 million (US) into the United States. Clearly the printing industry of both nations has an interest in international trade. In this regard, this report was commissioned on behalf of the Canadian Printing Industries Association (CPIA) by the Canadian Consulate, Consular office in Buffalo, New York. The objectives of the study are to provide an information basis for Canadian printing firms that wish to pursue an export-based growth strategy, to identify potential trade barriers, and to supply information which will assist such growth into the U.S. marketplace.

The geographic area surveyed for this report consists of upstate New York and western Pennsylvania. In certain instances, the research fell outside of this geographic area. It was the decision of the Canadian-U.S. Business Consulting Service to include the information due to its relevance to the overall objectives.

This report consists of two volumes. The first volume is organized into 4 individual sections to facilitate its publication and dissemination by the CPIA. Each part is complete with its own objective, methodology and summary of results. Supporting material and data for the reports are included in the second volume that contains the Appendices. The research methods included reviewing literature from both government and private sources, interviews with both suppliers and purchasers of printed products and compilation of data from each of the sources.

The results and findings of the project are varied and cover many broad categories. However, in consideration of the scope of the study, the results and findings should be of great use to a variety of Canadian printers.