

Another sizable group was in touch with the US Trade Division of External Affairs in Ottawa. Because the Embassy, GSA and the US Trade Division were well represented at the seminar, it is reasonable to assume that the potential exporters learned about these valuable sources of information through the seminar.

3.4 Obstacles and further assistance

QUESTION 6

What are the obstacles that you are facing when dealing with the U.S. government?

Per cent Companies Internal Obstacles (company)

7 52 Price competition is too great

Financing:

7 51 Expansion

6 43 Working Capital

5 41 Marketing

16 121 Already too busy with Canadian or other export market opportunities

4 32 Other

External Obstacles

7 53 Not sure of market opportunities for my product

6 45 Don't know names of buyers, location of buyers in GSA and other federal government agencies

12 93 Bid procedures of GSA and other federal government agencies are too complex

9 62 Lack of GSA acceptance of Canadian products

13 96 Buy American or Small Business restrictions exist for my product

2 13 Lack of distribution channels

6 45 Other

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