

Canadian firms now look with increasing favor upon the export market in the U.S.

The more significant observations and findings from our interviews with Canadian manufacturers are listed below:

- a. Fifteen of the 26 firms interviewed were currently exporting to the U.S. or had exported in the past. Fourteen of the exporters reported that there were "no export problems" and the 15th said the problems "were minor."
- b. Of the 15 exporters, 12 sold through multi-line sales representatives. The remaining three firms utilized distributors or corporate contacts.
- c. Thirteen of the manufacturers have exhibited or plan to exhibit their products in the U.S. in the near future. Six will show at High Point, and seven will exhibit at regional markets.
- d. Most companies cited expanding the present market as the primary advantage of exporting. The main disadvantage of exporting given by five respondents was "possible credit problems," and four firms mentioned changing U.S. economic conditions. Significantly, 12 firms did not mention any disadvantages.