

information on Canadian manufacturers and the products they produce. It should be noted that the WIN database is not yet complete but is sufficiently advanced for the purposes of this study.

At this point in the analysis the major U.S. imports chosen by the Bureau for initial examination had been identified at the seven digit level and it had been confirmed that there were Canadian manufacturers/companies that might be able to take advantage of any opportunities in these product areas. The next stage in the analysis was to identify major U.S. importers of the commodities selected, to develop a questionnaire, and to interview the importers. A questionnaire was designed to determine, for each company contacted:

- What were the major products being imported?
- What were the countries of origin of these imports? What was their level of satisfaction with each of their suppliers?
- Why were domestic products not used?
- What effect did the devaluation of the U.S. dollar have on the price of the imports?
- Were Canadian sources ever used? If so, were they satisfied with Canadian suppliers?
- Would the company be interested in knowing more about Canadian sources of supply?
- How would they like to receive information from Canadian suppliers? What information sources do they use to make purchasing decisions?
- Are there any seasonal patterns in purchasing?
- Do the companies face barriers to sourcing from Canada?
- Will a Free Trade Agreement between Canada and the U.S. affect their purchasing policy?

Telephone interviews were conducted with major importers and when requested, questionnaires were mailed out.