

- the purchasing decision is made through the parent company
- the imported product is not available in Canada.

Other difficulties in sourcing from Canada may include some basic differences in packaging and labelling regulations between Canada and the United States. These differences may include standard container sizes; metric versus imperial measurements; and bilingual labelling requirements.

The majority of U.S. importers responding to the survey were interested in receiving information from Canadian companies via brochures in the mail or product listings in industry publications. They were least interested in being contacted by distributors. Less than half were keen on being contacted personally by the company or a representative or visiting the Canadian firm themselves. Slightly more interest was expressed in obtaining information via trade fairs. Popular trade fairs and industry publications are found in Appendix 9.

In response to the question of the effect of a Free Trade Agreement between Canada and the United States on their purchasing policy, 34% of U.S. importers contacted reported that they would increase their purchases from Canada. Approximately half of the respondents had not considered the impact of such an agreement, while the remainder did not expect any change.

While 85% of the respondents are interested in hearing from Canadian companies about available products, five U.S. importers are currently seeking sources of supply for specific products. These firms are:

- **Colonia**, seeking sources of supply for women's fragrances
- **J.C. Penny Co. Inc.**, interested in supply for cosmetics and perfumes
- **Pancircle**, seeking sources of supply for men's and women's eau de toilette and brand name perfumes
- **Paris Designs**, interested in suppliers for men's eau de toilette
- **Ross Cosmetics**, seeking suppliers for nail polishes, lipstick and creams.