

by personal contact from the company or a representative. The vast majority of respondents did not face barriers to importing from Canada; however, a key factor in their decision to purchase is the level of existing tariffs on imported goods. With the ratification of the Free Trade Agreement between Canada and the United States, these tariffs will be eliminated by January 1, 1998. Approximately 20% of the respondents expect to increase sourcing in Canada in the event of such an agreement. The names of popular U.S. publications used by the industry, as well as major industry trade fairs, are listed in Appendix 8 to this report.

A survey of U.S. industry associations indicated, among other things, that Canadian companies are considered to be efficient and well-managed and competitive with the U.S. industry. The output of Canadian companies, however, is also seen to be marginal relative to the size of the United States market.