

IV - MARKET STUDY

SURVEY OF U.S. IMPORTERS

The U.S. importers of pharmaceutical products interviewed were selected from a variety of sources including the report provided by the *Journal of Commerce Piers Port Import/Export Reporting Service*. This report contained three months of 1987 shipping data and ranked importers from major developed countries by volume of imports. This list was supplemented by information provided by External Affairs' posts in the United States and by lists from trade associations and numerous industry publications.

The study as a whole will examine approximately 80 product sectors. The number of interviews conducted for each sector will be dependent on the level of concentration in the industry and the diversity of products within the various sectors. In total, over 4,000 interviews will be carried out with U.S. companies. The number of companies contacted per sector varies from 40 to over 100. In most cases, a minimum of 30 interviews with potential buyers was completed. For the pharmaceutical sector, 39 questionnaires were completed.

Interview Results

For the 39 respondents interviewed, Table 1, below, illustrates the number of respondents importing each product under consideration and the number of respondents which consider that product a major import.