

# STUDIES IN CANADIAN EXPORT OPPORTUNITIES IN THE U.S. MARKET

## MATERIAL HANDLING EQUIPMENT

### TABLE OF CONTENTS

|                                                                                                                                                 | Page |
|-------------------------------------------------------------------------------------------------------------------------------------------------|------|
| EXECUTIVE SUMMARY .....                                                                                                                         | 1    |
| I - STUDY OBJECTIVES .....                                                                                                                      | 3    |
| II - CONCLUSIONS OF THE PEAT MARWICK STUDY .....                                                                                                | 4    |
| III - U.S. IMPORTS OF MATERIAL HANDLING EQUIPMENT.....                                                                                          | 6    |
| Sector Definition.....                                                                                                                          | 6    |
| U.S. Imports 1982-88 .....                                                                                                                      | 7    |
| U.S. Industry Outlook .....                                                                                                                     | 9    |
| IV - MARKET STUDY .....                                                                                                                         | 12   |
| Survey of U.S. Importers .....                                                                                                                  | 12   |
| Survey of U.S. Associations.....                                                                                                                | 17   |
| V - BACKGROUND .....                                                                                                                            | 19   |
| Study Approach .....                                                                                                                            | 20   |
| <br><b>APPENDICES</b>                                                                                                                           |      |
| Appendix 1 - U.S. Importers Seeking Sources of Supply for Specific Products.....                                                                | 25   |
| Appendix 2 - U.S. Importers Generally Seeking Sources of Supply .....                                                                           | 27   |
| Appendix 3 - 1988 Imports of Material Handling Equipment (Schedule A 744.2) ...                                                                 | 31   |
| Appendix 4 - 1988 U.S. Imports of Selected Material Handling Equipment<br>from Europe and Japan by Country .....                                | 35   |
| Appendix 5 - 1982 - 1988 Imports of Selected Material Handling Equipment.....                                                                   | 37   |
| Appendix 6 - Current U.S. Tariffs on Canadian Material Handling Equipment<br>and Schedule for their Removal under the Free Trade Agreement..... | 41   |
| Appendix 7 - Countries of Origin and Respondents' Level of Satisfaction.....                                                                    | 47   |
| Appendix 8 - U.S. Industry Trade Fairs and Publications.....                                                                                    | 49   |
| Appendix 9 - Canadian Government Trade Contacts in Canada<br>and the United States.....                                                         | 55   |