

their opinion on the strengths and weaknesses of the Canadian business machines industry.

Interview Results

While the associations were unable to provide industry growth estimates, they did feel that growth would be positive, although slower than in previous years. There was an indication that the weakened U.S. dollar would boost exports to other countries and that the relative increase in the price of U.S. imports would result in greater competition in the American market.

With respect to the impact of a Canada-U.S. Free Trade Agreement, CBEMA expected that the rationalized trading system would result in increased flows of business machines in both directions. CBEMA also indicated that the Agreement's most likely impact would be on trade in telecommunications products. The Canadian industry, which is seen as a mix of large U.S. and smaller Canadian domestic firms, is viewed as competitive.

The associations indicated that the largest U.S. trade fairs included: "Comdex", the "National Computer Conference", and trade fairs organized by the National Office Machine Dealers Association and the National Office Products Association. The U.S. Associations interviewed also provided names of industry publications popularly read in the United States. These are listed in Appendix 8.