

opportunities for Canadian companies to replace these imports. The survey revealed that just over 65% of the respondents who had imported in 1988 were facing rising costs for their imports of electrical equipment as a result of the devaluation of the U.S. dollar. A large number of respondents were interested in hearing about Canadian sources of electrical equipment. Respondents interested in Canadian sources expressed a preference for receiving preliminary information on the electrical equipment products through brochures, industry publications, trade fairs, and visits by a representative of the U.S. firm to the Canadian manufacturer. A key consideration in the decision to source electrical equipment outside the United States is the lower prices of the imported product.

A survey of selected U.S. associations affiliated with the electrical equipment industry indicated that these associations perceive Canadian firms to be competitive with their U.S. counterparts.