

The results of the survey showed that the majority of the respondents were satisfied with their suppliers while a few expressed dissatisfaction with delivery delays, quality and language barriers. The reasons given for purchasing from current suppliers included:

- lower prices (60.7% of respondents);
- supplementary supply for domestic sources (48.2% of respondents);
- superior quality (46.4% of respondents);
- not available in the United States (46.4% of respondents).

A significant majority of the respondents (75.4%) reported that the devaluation of the dollar had increased the cost of their imports, and many expressed interest in learning more about Canadian products as possible alternative sources of supply. While less than a third had used Canadian sources of supply, the majority of those that had were satisfied with Canadian suppliers. Approximately one third of those who had never tried Canadian products expressed a lack of interest in hearing more about Canadian companies and the products available. The following reasons given for their lack of interest were:

- the purchasing decision is made through its parent company;
- the imported product is not available in Canada;
- they supply to Canada.

The majority of U.S. importers responding to the survey were interested in receiving product listings and prices in the mail from the Canadian firm, while a large number also expressed a preference for having Canadian firms advertise in relevant industry publications. Information provided by the manufacturer (as compared to other sources of information) was reported as the most frequently used in the purchasing decision. These companies are also alerted to product developments by their affiliates. The survey showed that these importers consider trade fairs an important forum for gathering information on company and product features (See Appendix 9). The major publications read are *Purchasing World*, *Electronic Purchasing* and *Medical Device and Diagnostic Industry Journal*.

In response to the question of the effect on their purchasing policy of a Free Trade Agreement between Canada and the United States, one third of U.S. importers contacted reported that they