

Those who had not previously imported from Canada expressed significant interest (94.4% of those surveyed who import) in receiving information from Canadian jewellery sources. In addition, of the U.S. importers surveyed, over 36% said that they expected to increase their purchases of Canadian jewellery as a consequence of the Canada-U.S. Free Trade Agreement. U.S. importers would prefer to obtain information on Canadian suppliers through brochures and product listings from the manufacturer, and through trade publications and trade fairs.

Some specific opportunities have been identified as a result of this survey of U.S. importers. Sources of supply are being sought for 14K gold findings, onyx, jade, colour stones and ceramics and porcelain. Information regarding the companies seeking these items is provided in Appendix 1. In addition, a list of those companies generally interested in knowing more about Canadian sources of supply is provided in Appendix 2.

The Department of External Affairs recommends that Canadian firms should consult the Canadian Trade Commissioner located closest to each company being considered for contact prior to doing so in order to obtain advice, assistance and further company information. Canadian government trade contacts in Canada and the United States are provided in Appendix 9.