

examined with indications of the different methods manufacturers can use to bring their products to this market.

The fourth part of the report (Sections 12 to 14) contains the market strategies developed during the Study to assist Canadian manufacturers with their export effort and to penetrate the California market. The summary and conclusions follow.

In the Appendix, we provide a detailed directory of distributors and selling organizations identified in the State, intended to assist Canadian manufacturers with selection. We also provide information on promotional organizations which can assist exporters, including trade show organizers, publishers, and associations, as well as other data, intended to assist Canadian manufacturers to a wider understanding of the potential and problems associated with the California market.

1.4 INFORMATION GATHERING

We have used the following methods:

- Interpretation of data to determine the potential market size and the location and growth pattern of possible user-industries.
- Detailed interviews with representative manufacturers selected from each of the major industries which contribute to the State's value-added manufacturing industry.