

# INTRODUCTION

## STUDY OBJECTIVES

This report is one of a series covering 80 manufacturing sectors commissioned by the U.S. Trade, Tourism and Investment Development Bureau of External Affairs and International Trade Canada and written by Peat Marwick. The series is designed to provide a preliminary indication of Canadian export opportunities in the United States that may exist as a result of the rising cost of offshore imports.

The reports that make up this series are the Overview report, 42 Sector reports\* and this Summary Report on Selected Manufacturing Sectors, (covering 36 sectors) for which neither full nor short sector reports were prepared.

## OVERVIEW REPORT

The Overview report was prepared in June 1988 as an introduction to the market studies and provides aggregate statistical highlights of all sectors selected for inclusion in the study. While a number of criteria were used in the selection of these sectors, a key consideration was the value of annual U.S. imports relating to each of them. Therefore, products and product groups having combined Japanese, European and Canadian imports of over \$80 million U.S. comprised the bulk of the sectors chosen for further analysis.

During the course of conducting the analysis, it became apparent that, for one or more of the reasons noted overpage, a full report was either not appropriate or not possible for all sectors. Accordingly, short sector reports were prepared for some sectors, while others were included in this Summary Report.

## SECTOR REPORTS

Thirty-two full sector reports and ten short sector reports have been prepared as a result of this study.

Full sector reports identify, for specific manufacturing sectors, the major products imported into the United States from developed countries, explore the effect that the devaluation of the U.S. dollar has had on the price of these imports and indicate which of these products might provide Canadian suppliers with increased export opportunities in the United States. These reports also identify some initial export leads for Canadian manufacturers, list trade fairs and industry publications favoured by U.S. importers, examine the U.S. importers' perceptions of the impact of Free Trade between Canada and the United States on their purchases of Canadian products, and provide the relevant U.S. tariff tables outlining the implementation stages of the Free Trade Agreement.

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\* The Chemical and Chemical Products report covers three sectors: Aromatic Chemicals, Chemical Products and Preparations and Specialty Chemicals. It should also be noted that Pesticides are included in the Chemical Specialties report which was not listed in the Overview.