

IV - MARKET STUDY

SURVEY OF U.S. IMPORTERS

The U.S. importers of paper machinery interviewed were selected from a variety of sources, including the report provided by the *Journal of Commerce Piers Port Import/Export Reporting Service*. This report contained three months of 1987 shipping data and ranked importers from major developed countries by volume of imports. This list was supplemented by information provided by External Affairs' posts in the United States and by lists from trade associations and numerous industry publications.

As noted earlier, this series of reports on Canadian export opportunities in the United States covers approximately 80 product sectors. When the final reports are completed, over 4,000 interviews will have been carried out with U.S. companies. The number of interviews conducted for each sector varies from 30 to over 100 and is dependent on the level of concentration in the industry and the diversity of products within each sector. **For this report on paper machinery, 50 questionnaires were completed.**

Interview Results

For the 50 respondents interviewed, Table 1, below, identifies the major products imported.

Table 1

Product	Number of Respondents Reporting Product as Major Import
Pulp, Paper and Paperboard Machinery & Equipment, nes*	6
Pulp, Paper and Paperboard Machinery Equipment, nes, parts	4
Shredders, Broke, Pulp/Paper/Paperboard Machines	3
Pulp Mill Machinery/Equip., nes	2
Paper/Paperboard Converting Machinery/Equipment, nes	2
Collator, Bookbinding Machinery	2

* not elsewhere specified

Table 2, illustrates the major exporting countries supplying the U.S. importers surveyed, the number of respondents supplied by each country and the overall level of satisfaction of the importers for their suppliers. A fuller presentation of these results for all countries supplying products to the respondents is provided in Appendix 7.

Table 2

Country of Origin	No. of Respondents Being Supplied	Average Level of Satisfaction (Maximum = 5.0)
West Germany	16	4.3
England	9	4.1
Italy	6	3.8
Finland	4	5.0
Japan	4	3.8
Canada	3	4.7
Switzerland	3	3.7

As the results suggest, U.S. importers are quite satisfied with their existing suppliers. For the fifty buyer-supplier relationships identified by U.S. importers, the average level of satisfaction was 4.2 with no instances of dissatisfaction with a foreign supplier reported. **Respondents identified three relationships with Canadian suppliers and indicated they were very satisfied with the products and services provided (average satisfaction = 4.7).**

When asked about their reasons for importing paper machinery, respondents gave the following reasons:

- not available in the United States (42.9% of respondents);
- lower prices (25% of respondents);
- supplementary supply for domestic sources (25% of respondents);
- superior quality (17.9% of respondents).

In addition to the reasons noted above, six respondents identified a relationship with a parent company, subsidiary or affiliate as the reason for importing paper machinery. With respect to the cost of their imports, more than two-thirds (67.9%) of