

- perceived strengths and weaknesses of the Canadian industry.

Interview Results

Both associations interviewed agreed that there would likely be little or no growth in the near future in the U.S. footwear industry. Although they both mentioned that the U.S. industry had been on the decline for quite some time, they were hopeful that the next few years would see a slowdown in the closing of production facilities. Responses related to the effect of the devaluation of the U.S. dollar were indefinite. Footwear Industries of America predicted that trade from the United States into Canada would not rise substantially, since Canada is already a major importer of footwear from the United States. Furthermore, it did not see a substantial increase in Canadian exports to the United States because of the small production capacity. The International Footwear Association response was that it did not have enough knowledge of the Free Trade Agreement to make an appropriate judgement; however, it thought that the possibilities for both the United States and Canada were positive.

The Canadian footwear industry was perceived to be well managed and efficient , as well as competitive in the market place. However, in terms of its relatively small market size and production ability, the Canadian industry was not viewed as a major player with whom the U.S. industry had to be concerned.

The U.S. industry associations supplied a sample of the more significant trade fairs, exhibitions, and publications. These are listed, along with contact names for information, in Appendix 8.