

- **Pic N' Pay Shoes** are also seeking a source of supply of athletic shoes;
- **Thom McCan (Melville Shoes)** would like to hear from suppliers of athletic shoes;
- **Vida Shoes** is searching for additional sources to supply leather for shoes.

More information on these companies can be found in Appendix 1 and a listing of U.S. importers who are interested in Canadian sources of supply of footwear in general is contained in Appendix 2.

## **SURVEY OF U.S. ASSOCIATIONS**

The U.S. industry associations were contacted in order to supplement information provided by individual importers and to provide an industry perspective on trade in the footwear industry. The associations contacted and their mandates are as follows:

- **Footwear Industries of America (FIA)** represents manufacturers and suppliers of domestic (U.S.) footwear. It has recently added the category of retailer to its membership. In addition to providing information to its members, it performs material testing to reduce factory returns;
- **International Footwear Association (IFA)** principally represents buying and import agents of the footwear industry.

We obtained the following information from our interviews with these associations:

- market trends and forecasts for the industry;
- the effect of the devalued U.S. dollar on trade in footwear in the United States;
- information regarding major industry trade shows;
- information regarding major industry publications;
- the potential effect on the industry of the Canada-U.S. Free Trade Agreement;