

## **IV - MARKET STUDY**

### **SURVEY OF U.S. IMPORTERS**

The U.S. importers of telecommunications equipment 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 developed countries by volume of imports. This list was supplemented by information provided by External Affairs' posts in the United States, lists from trade associations and numerous industry publications.

The study as a whole will examine 80 product sectors. The number of interviews conducted for each sector will be dependent on the level of concentration in the industry and the diversity of products within the various sectors. In total, over 4,000 interviews will be carried out with U.S. companies. The number of companies contacted per sector varies from 40 to over 100. In most cases, a minimum of 30 interviews with potential buyers will be completed. For the telecommunications equipment sector, 50 questionnaires were completed.

#### **Interview Results**

For the respondents interviewed for the study, Table 1, below, illustrates the major products imported.