

- perceived strengths and weaknesses of the Canadian industry.

## **Interview Results**

While the Instrument Society of America (ISA) does not provide industry forecasts, the Precision Measurements Association declares that the outlook is reasonably positive since the increasing implementation of new technology will result in many changes to industry.

The devaluation of the U.S. dollar has improved trade and the trade outlook as well as increasing opportunities for foreign countries to invest in the United States. The ratification of the Free Trade Agreement is perceived to be beneficial for both Canada and the United States.

Both associations demonstrated their lack of knowledge of the Canadian industry. The Precision Measurements Association reported that they do deal with Canadian companies but that they are not very competitive. The Instrument Society of America reported that, as far as they are aware, the Canadian industry is competitive with the U.S. industry.

The U.S. industry associations provided names of trade fairs as well as those of industry publications which are popularly read in the United States. This data, which should be of interest to Canadian exporters, is listed in Appendix 9. This is not an exhaustive list, as measuring and instrumentation equipment can be included in many different sectors of the economy.