

determined that the Canadian perception of the "Buy American" bias is exaggerated. Most of the U.S. print buyers who were surveyed ranked the importance of their material being printed in the United States as very low. The three most important criteria for the U.S. print buyers were product quality, service, and price/cost. Although approximately one third of those surveyed anticipated no problems in working with a Canadian printer, the most frequently mentioned problems were on-time delivery, distance, and border crossing problems. Exchange rates, tariffs, and regulations were not major issues to U.S. print buyers.

Issues concerning movement of business travellers between countries are addressed in the North American Free Trade Agreement (NAFTA). Four categories for temporary entry are business visitor, traders and investors, intracompany transferee, and professional. Tariffs are all but eliminated on printed goods entering the United States. Nontariff impediments are being eliminated with the Printed in Canada labelling being relaxed over a wider range of products.