

- Canadian products are not competitive due to the labour rates
- only interested in specific products and does not believe they are available in Canada.

For the majority, they would welcome product listings and prices to be mailed from the Canadian firm. These respondents are also inclined to obtain information on products and companies during trade fairs. The most popular trade fair is the "Southern Furniture Market", High Point, North Carolina; followed by "Milan Furniture", Milan, Italy. However, trade fairs held for regional markets should not be neglected. Trade fairs are a very important marketing tool in the U.S. furniture industry, as 50% of the respondents reported that information obtained from trade fairs is used as input to the purchasing decision, and on average, it is a key input 50% of the time. No other information source is nearly as popular nor nearly as important. The next most popular information source (17% of respondents) is literature obtained from the manufacturer, and this information is a key input about 40% of the time. Publications are somewhat popular sources of information (38% of respondents) but are rarely inputs in the decision-making (2.4% of respondents). Publications cited are *Furniture Today* and *Home Furnishings Daily*.

The majority of respondents (47%) feel that Free Trade between Canada and the United States will not affect their purchasing policies. A few (12%) reported that they would certainly increase their purchases from Canada, while a significant number (41%) have not considered the effect of such an agreement.

While 82% of the respondents are interested in hearing from Canadian companies about the products available, six U.S. importers are currently seeking sources of supply for specific products. These firms are:

- **Brian Alden** is seeking suppliers for dining room chairs and occasional tables.
- **Bon Marché** would like to hear from suppliers of modern designed upholstered goods.
- **Haynes Furniture** is interested in any supplier of marble dining tables.
- **Krueger Inc.** is searching for a supply of table bases.