STUDIES IN CANADIAN EXPORT OPPORTUNITIES IN THE U.S. MARKET

BUSINESS MACHINES

TABLE OF CONTENTS

	Page
EXECUTIVE SUMMARY	1
I - STUDY OBJECTIVES	3
II - CONCLUSIONS OF THE PEAT MARWICK STUDY	4
III - U.S. IMPORTS OF BUSINESS MACHINES	6
Sector Definition	6
U.S. Imports 1982-87	7
U.S. Industry Outlook	9
IV - MARKET STUDY	12
Survey of U.S. Importers	12
Survey of U.S. Associations	16
V - BACKGROUND	18
Study Approach	19
APPENDICES	
Appendix 1 - U.S. Importers Seeking Sources of Supply for Specific Products	23
Appendix 2 - U.S. Importers Generally Seeking Sources of Supply	31
Appendix 3 - 1986 Imports of Business Machines (Schedule A 753.0, 759.9,	
764.9, 898.3)	39
Appendix 4 - 1986 U.S. Imports of Selected Business Machines from Europe and Japan by Country	47
Appendix 5 - 1982 - 1987 Imports of Selected Business Machines	49
Appendix 6 - Current U.S. Tariffs on Canadian Business Machines and	_
Schedule for their Removal Under the Free Trade Agreement	53
Appendix 7 - Countries of Origin and Respondents' Level of Satisfaction	59
Appendix 8 - U.S. Industry Trade Fairs and Publications	61
the United States	77