

first part of the report (Sections 2 and 3) consists of an overview of the United States market for packaging machinery. California's position in that market is examined. This has been done by building a detailed statistical picture of the multitude of industries currently established in the State together with their dollar contribution to the State's economy as a whole. It has been possible to determine the actual manufacturing centers for various types of industry and, therefore, to determine the most effective potential marketing areas for specialized machine sales. An assessment has also been made of California's agricultural and fishing industries and the potential for Canadian packaging machinery manufacturers in these areas.

The second part of the report (Sections 4,5, and 6) consists of a three-part approach which has enabled us to examine in detail the current successes, the potential demand for, and the interest level in Canadian manufactured packaging machinery in California. In order to provide an effective picture, we have examined representative machinery requirements and usage, distribution methods currently being used in the State for packaging machinery, and the position of locally manufactured packaging machinery.

The third part of the report (Sections 7 to 11) covers market penetration by Canadian machinery manufacturers, pricing products for the California market, a comparison of available promotional methods, and documentation and general export information. Shipping and transport costs are also