

EXECUTIVE SUMMARY

This Summary Report on Selected Manufacturing Sectors is one of a series of reports covering approximately 80 manufacturing sectors commissioned by the U.S. Trade, Tourism and Investment Development Bureau of External Affairs and International Trade Canada and written by Peat Marwick. This series is designed to provide a preliminary indication of Canadian export opportunities in the United States that may now exist as a result of the rising cost of offshore imports.

As European and Asian products become increasingly expensive, many U.S. companies are actively seeking or willing to consider alternative sources of supply. This situation, coupled with the Canada-U.S. Free Trade Agreement, means that now is a particularly opportune time for Canadian businesses to market their products in the United States.

External Affairs and International Trade Canada, together with Peat Marwick, is publishing 42 market opportunity studies. These studies will provide details on the size of the markets, identify the international competition in those markets and, in some reports, specify the names and telephone numbers of many U.S. importers, and show how Canadian firms - especially small to medium-sized firms - might approach U.S. importers to take advantage of the various opportunities for increasing their exports to the United States. The studies are designed to indicate the nature and scale of opportunities available in the United States, rather than to provide a comprehensive list of specific marketing leads.

The information provided in these reports about the nature and size of the U.S. import market, and, in some reports, market leads and marketing intelligence should help Canadian companies to determine whether further investigation of opportunities is justified and, if so, to begin such follow-up. External Affairs and International Trade Canada recommends that Canadian firms should consult the Canadian Trade Commissioner located closest to the market being considered, and/or each company being considered for contact, prior to doing so in order to obtain marketing advice and assistance, and further company information.

This Summary Report on Selected Manufacturing Sectors provides statistical highlights for 36 sectors which were originally chosen for examination but for which an opportunities study was not completed. The Report also provides Canadian government contacts in Canada and the United States.