

- major industry trade fairs;
- major industry publications;
- the potential effect of Free Trade on Canada-United States trade in rubber goods;
- their opinion on the strengths and weaknesses of the Canadian rubber industry.

### **Interview Results**

While none of the industry associations are agreed as to the forecasted growth for the industry, all report that growth will be slow (less than or equal to 3%) for the next five-year period. Their responses concerning the effect of the devaluation of the U.S. dollar on trade in rubber products were inconclusive. The Rubber Manufacturers' Association reported that U.S. imports will increase from Canada, Europe and Japan. The International Institute of Synthetic Rubber Producers expected decreased imports from Europe, Japan, Korea, and Brazil and increased exports to these countries. The Rubber Trade Association of New York reported that the price of synthetic and natural rubber is expected to remain fairly stable. With respect to a Free Trade Agreement between Canada and the United States, the associations felt that trade was likely to increase both ways, possibly with greater sales into Canada because of the reduction in tariffs.

The Canadian rubber industry was perceived positively by the U.S. associations. The single deficiency reported was that the production levels were often not high enough for the U.S. market.

The U.S. industry associations reported that there were no trade fairs held for the rubber industry (excluding tires) in the United States. The function of the trade fairs was served by the involvement of the rubber industry's senior management in the annual meetings of the major associations. The associations have provided names of industry publications which are popularly read in the United States and which should be of interest to Canadian exporters. These are listed in Appendix 9.