

EXECUTIVE SUMMARY

As European and Asian products become increasingly expensive, many U.S. companies are actively seeking 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.

Based on a survey by Peat Marwick Consulting Group of over 3,000 firms in 80 manufacturing sectors in the United States, significant new opportunities for Canadian companies have been identified. In many cases, the U.S. firms were not aware that Canadian companies might have the capability to supply the goods they need.

The Department of External Affairs, together with Peat Marwick, is publishing 80 market opportunity studies. These studies will provide details on the size of the markets, identify the international competition in those markets, 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.

This *Overview* introduces the market studies and provides statistical highlights for each sector.