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# IMPORT PROFILE

## Investment Opportunities

COLOUR TELEVISION RECEIVING SETS

Pub. No: 73-86      November 1986



Government  
of Canada

Regional Industrial  
Expansion

Gouvernement  
du Canada

Expansion industrielle  
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COLOUR TELEVISION RECEIVING SETS

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The nearest DRIE Regional Office.  
These offices are listed on the last  
page of this publication.

#### REFERENCE SOURCES

Department of Regional Industrial Expansion  
Statistics Canada  
Revenue Canada  
Supply and Services Canada

#### EXPLANATORY NOTES

##### Valuation

Imports are generally recorded at the values established for customs duty purposes according to the provisions of the Customs Act. Customs values are identical to selling prices for most transactions between non-affiliated companies, but customs values exceed selling prices for many transactions between affiliated companies. All values are reported in Canadian dollars and do not include duty.

##### Average Growth Rate

Growth rates are calculated on the basis of annual compounding.

##### Rounding

Figures may not add due to rounding.

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PUB. NO: 73-86  
IMPORT COMMODITY CODE - 637-11-21  
637-11-22  
637-13-21  
637-14-21

CANADIAN MARKET OPPORTUNITIES - IMPORT PROFILE

COLOUR TELEVISION RECEIVING SETS

INTRODUCTION AND SCOPE

This report is one of a continuing series designed to increase business awareness of the potential existing for domestic production and to stimulate Canadian business to further explore potential opportunities in both the Canadian and export markets. It is important to emphasize that this report does not attempt any assessment as to the feasibility of manufacturing or competing in a particular market and should be treated as an indicator or starting point for the manufacturer or entrepreneur.

Imports of colour television receiving sets (hereinafter referred to as T.V. sets) are found under 10 import commodity codes (Canadian International Trade Classification). Most of the imports (95 per cent) are classified in four import commodity codes which make up the bulk of this report. The other six import commodity codes include imports of combination T.V. sets and kits. Imports of combination T.V. sets and kits are detailed in Appendix A of this report. Information on imports of chassis for T.V. sets is detailed in Appendix B, and can be used to estimate the volume of the Canadian production of T.V. sets. This report does not include imports of black and white television receiving sets, which totalled \$7.5 million in 1985.

Other related products are examined in the published import profile, Video Cassette Recorders (VCR's), Number 64-86.

The following products are covered in detail in this report.

Canadian International  
Trade Classification  
(C.I.T.C.)  
Commodity Code

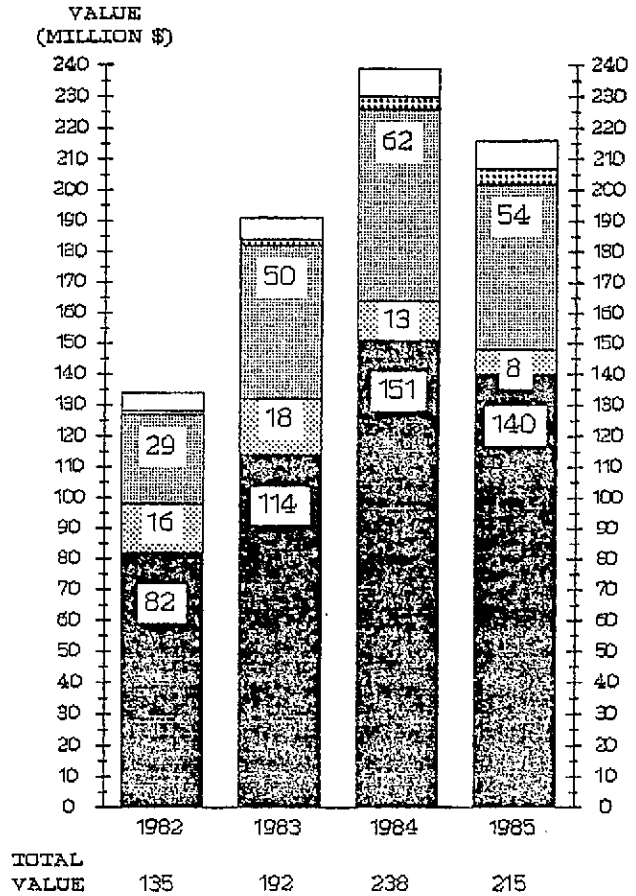
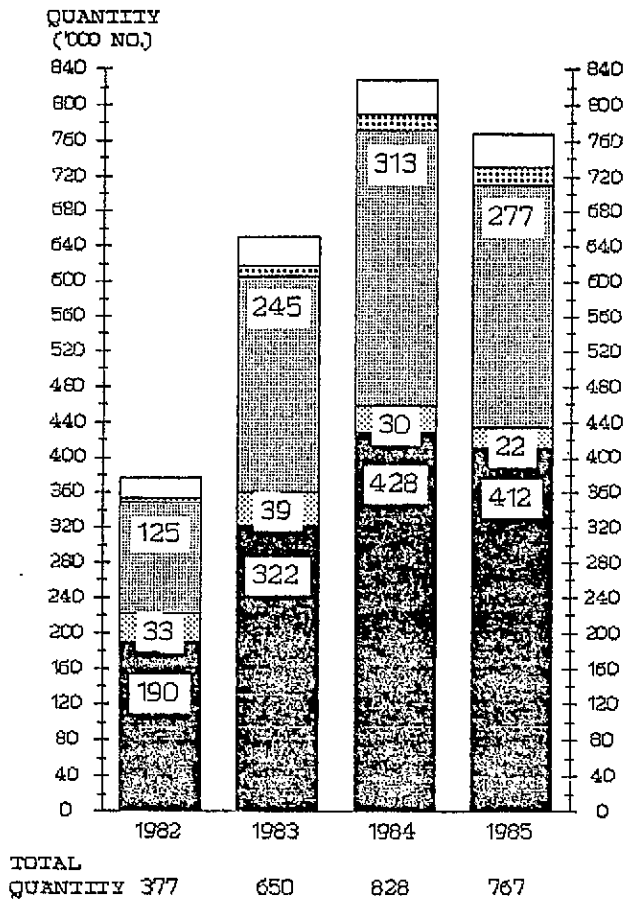
Product Description

637-11-21	Colour Television Receiving sets, Under 10 Inches
637-11-22	Colour Television Receiving sets, 10 to 18 Inches
637-13-21	Colour Television Receiving sets, 19 Inches
637-14-21	Colour Television Receiving sets, Over 19 Inches

In order to provide a more complete view of the total market for T.V. sets, additional tables are provided on pages 21 through 26 for the following commodity codes.

637-11-61	Colour Television Receiving sets, Combination, Under 19 Inches
637-11-80	Colour Television Receiving sets, Complete Kit, Under 19 Inches
637-13-61	Colour Television Receiving sets, Combination, 19 Inches
637-13-80	Colour Television Receiving sets, Complete Kit, 19 Inches
637-14-61	Colour Television Receiving sets, Combination, Over 19 Inches
637-14-80	Colour Television Receiving sets, Complete Kit, Over 19 Inches
639-60-30	Chassis, Television Receiving sets, With Components
639-60-35	Chassis, Television Receiving sets, Without Components

IMPORT TRENDS - GENERAL SUMMARY



TV Colour Receivers, by size:

- Over 19 inches
- ▨ 19 inches
- ▤ 10 to 18 inches
- ▥ Under 10 inches
- Combinations and Kits

IMPORT TRENDS - GENERAL SUMMARY (CONTINUED)  
COLOUR TELEVISION RECEIVING SETS  
IMPORT COMMODITY CODES - 637-11; 637-13; 637-14

C.I.T.C. Commodity Code	Description	1982	1983	1984	1985	Unit	Average	Per cent	Major
						Price	Annual	Change	Country
						1985	Growth Rate	1984-1985	of Export
						(\$)	1982-1985	1984-1985	1985 Share
							%	%	%
637-11-21	Receiving sets, TV, Colour, Under 10 In.								
	Quantity ('000 No.)	5.2	10.9	18.7	20.1		57	7	50
	Value (\$ Million)	1.2	2.2	3.9	4.7	233	57	19	57 Japan
637-11-22	Receiving sets, TV, Colour, 10 to 18 In.								
	Quantity ('000 No.)	125.5	245.1	313.3	277.2		30	-12	38 Republic
	Value (\$ Million)	29.4	50.1	61.5	53.8	194	22	-13	33 of Korea
637-13-21	Receiving sets, TV, Colour, 19 In.								
	Quantity ('000 No.)	32.9	38.6	30.1	21.5		-13	-28	80 United
	Value (\$ Million)	16.2	18.4	13.0	7.7	358	-22	-41	84 States
637-14-21	Receiving sets, TV, Colour, Over 19 In.								
	Quantity ('000 No.)	189.9	321.7	428.5	411.9		29	-4	40 United
	Value (\$ Million)	82.3	114.0	150.8	140.3	341	19	-7	50 States
Other	Receiving sets, TV, Colour (Combination and Complete Kits)								
	Quantity ('000 No.)	23.2	33.7	36.9	36.5		16	-1	60
	Value (\$ Million)	6.0	7.3	8.7	8.6	236	13	-1	58 Japan
TOTAL	Quantity ('000 No.)	376.7	650.0	827.5	767.3		27	-7	29 Republic
	Value (\$ Million)	135.1	192.1	237.9	215.0		17	-10	20 of Korea
	Unit Price (\$)	359	296	287	280				

In 1985, imports to Canada of T.V. sets amounted to 767 300 units, valued at \$215 million. The majority of imports (54 per cent by quantity and 65 per cent by value) consisted of T.V. sets, over 19 inches (C.I.T.C. 637-14-21). The second major group of imports was made of T.V. sets in the 10- to 18-inch range (C.I.T.C. 637-11-22), which accounted for 36 per cent of the volume and 25 per cent of the value of imports of T.V. sets.

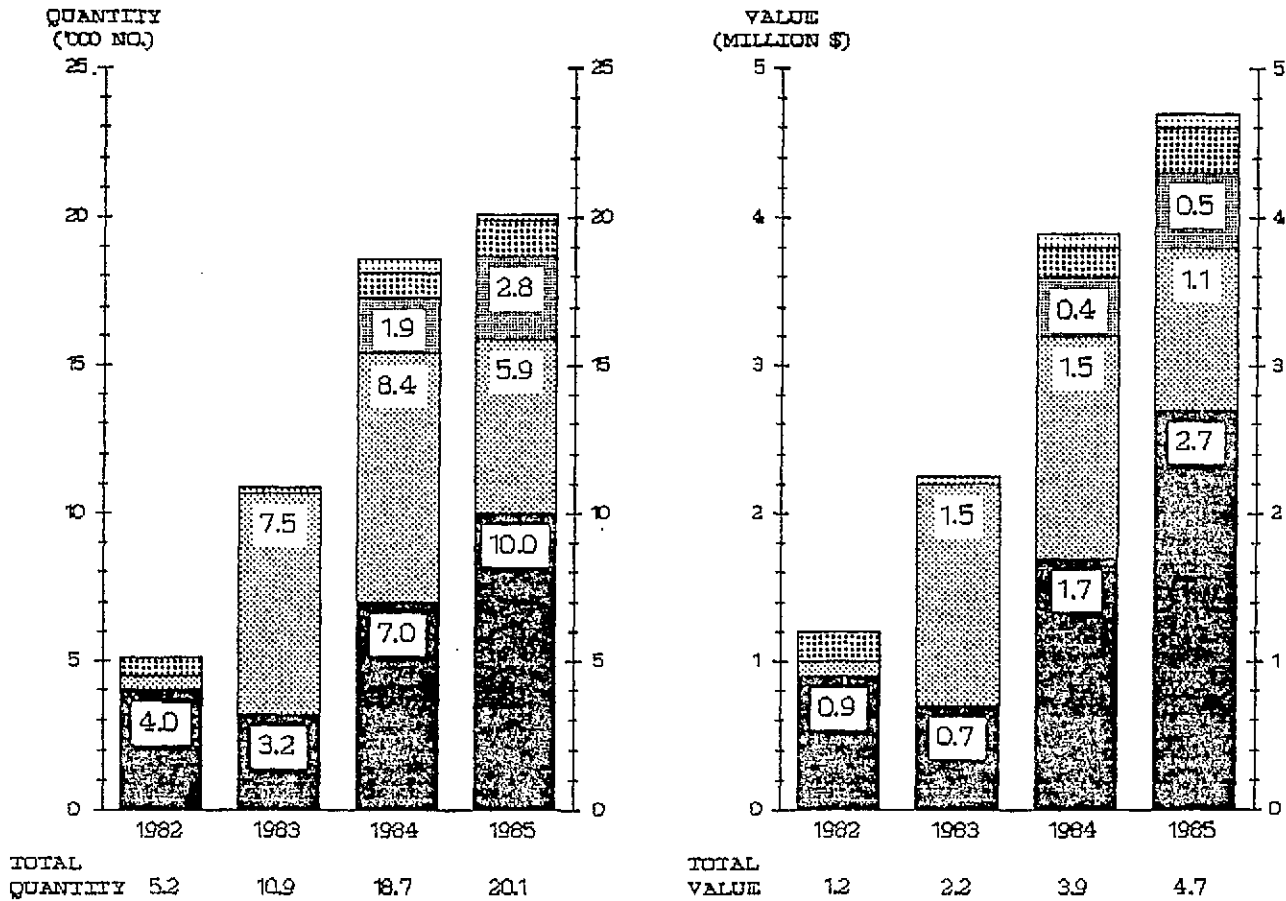
Imports of T.V. sets experienced a high rate of growth from 1982 through 1984. In 1985, the volume and value of imports of T.V. sets declined seven per cent and 10 per cent, respectively, when compared to 1984. However, imports of T.V. sets, under 10 inches, continued to increase at a strong pace in 1985, when compared to 1984. The decrease in imports of 19-inch T.V. sets began in 1983.

With the exception of T.V. sets, under 10 inches, the average unit price for each category of T.V. sets has shown a clear downward trend during the 1982-1985 period.

The United States was the dominant source of imports of all sizes of T.V. sets, in terms of value, while the Republic of Korea was the largest exporter to Canada of T.V. sets, in terms of volume. In 1985, imports of T.V. sets from the United States accounted for 37 per cent of the value and 25 per cent of the volume of imports. The Republic of Korea supplied 29 per cent of the quantity, and only 20 per cent of the value, of T.V. sets imported to Canada.

COLOUR TELEVISION RECEIVING SETS, UNDER 10 INCHES (637-11-21)

IMPORT TRENDS: OVERVIEW



- Japan
- ▨ Taiwan
- ▩ Republic of Korea
- ▧ United States
- ▦ Other Countries

Imports of T.V. sets, under 10 inches, have risen steadily from \$1.2 million in 1982, to \$4.7 million in 1985, an average annual growth rate of 57 per cent.



COLOUR TELEVISION RECEIVING SETS, UNDER 10 INCHES (CONTINUED)

IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT

Foreign Country of Export	1982	1983	1984	1985	Unit	Average	Per cent	Import
					Price	Annual	Change	Market
					1985	1982-1985	1984-1985	1985
					\$	%	%	%
<b>JAPAN</b>								
Quantity (No.)	4 024	3 233	7 029	9 963		35	42	50
Value (\$000)	910	726	1 729	2 680	269	43	55	57
<b>TAIWAN</b>								
Quantity (No.)	513	7 488	8 423	5 945		126	-29	30
Value (\$000)	122	1 468	1 512	1 120	188	109	-26	24
<b>REPUBLIC OF KOREA</b>								
Quantity (No.)	0	0	1 930	2 800		N/A	45	14
Value (\$000)	0	0	358	522	186	N/A	46	11
<b>UNITED STATES</b>								
Quantity (No.)	646	191	831	1 165		22	40	6
Value (\$000)	192	48	218	303	260	16	39	7
<b>OTHER</b>								
Quantity (No.)	1	2	500	240		521	-52	1
Value (\$000)	0	1	110	66	275	N/A	-40	1
<b>TOTAL</b>								
Quantity (No.)	5 184	10 914	18 713	20 113		57	7	100
Value (\$000)	1 223	2 243	3 927	4 691		57	19	100
UNIT PRICE (\$)	236	206	210	233				

N/A - Not applicable

Between 1982 and 1985, Japan dominated the imports of T.V. sets, under 10 inches. In 1985, it had 50 per cent of the volume and 57 per cent of the value of the import market for small T.V. sets. The second major exporter to Canada of small T.V. sets was Taiwan, which supplied 30 per cent of the volume and 24 per cent of the value of Canada's imports. It is worth noting that Taiwan's share of Canadian imports declined significantly, when compared to 1984.

In 1985, the average price for small T.V. sets was \$233 per unit. However, the average prices ranged from \$186 per unit for T.V. sets from the Republic of Korea to \$269 per unit for those imported from Japan.

COLOUR TELEVISION RECEIVING SETS, UNDER 10 INCHES (CONTINUED)

IMPORT MARKET CONCENTRATION  
(BY % OF TOTAL 1984 VALUE)

<u>Top 5</u> <u>Importers</u>	<u>Top 10</u> <u>Importers</u>
70	91

In 1984, the 10 major importers of T.V. sets, under 10 inches, accounted for \$3.6 million, or 91 per cent of the value, of imports of small T.V. sets. Nine of these major importers were located in Ontario.

NOTE: "Top importers" are the known importers with the largest imports by value in 1984.

TYPE AND LOCATION OF THE TOP 13 KNOWN IMPORTERS - 1984  
(100% OF TOTAL IMPORT VALUE)

	<u>MANUFACTURERS(1)</u>		<u>WHOLESALEERS(2)</u>		<u>TOTAL</u>	
	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>
Ontario	2	1 496*	10	2 421	12	3 917*
Québec	1	-	-	-	1	-
Western Provinces	-	-	-	-	-	-
Atlantic Provinces	-	-	-	-	-	-
<b>TOTAL</b>	<b>3</b>	<b>1 496</b>	<b>10</b>	<b>2 421</b>	<b>13</b>	<b>3 917</b>
Per cent of 1984 total value		38%		62%		99.7%

\* Ontario and Québec aggregated to preserve confidentiality.

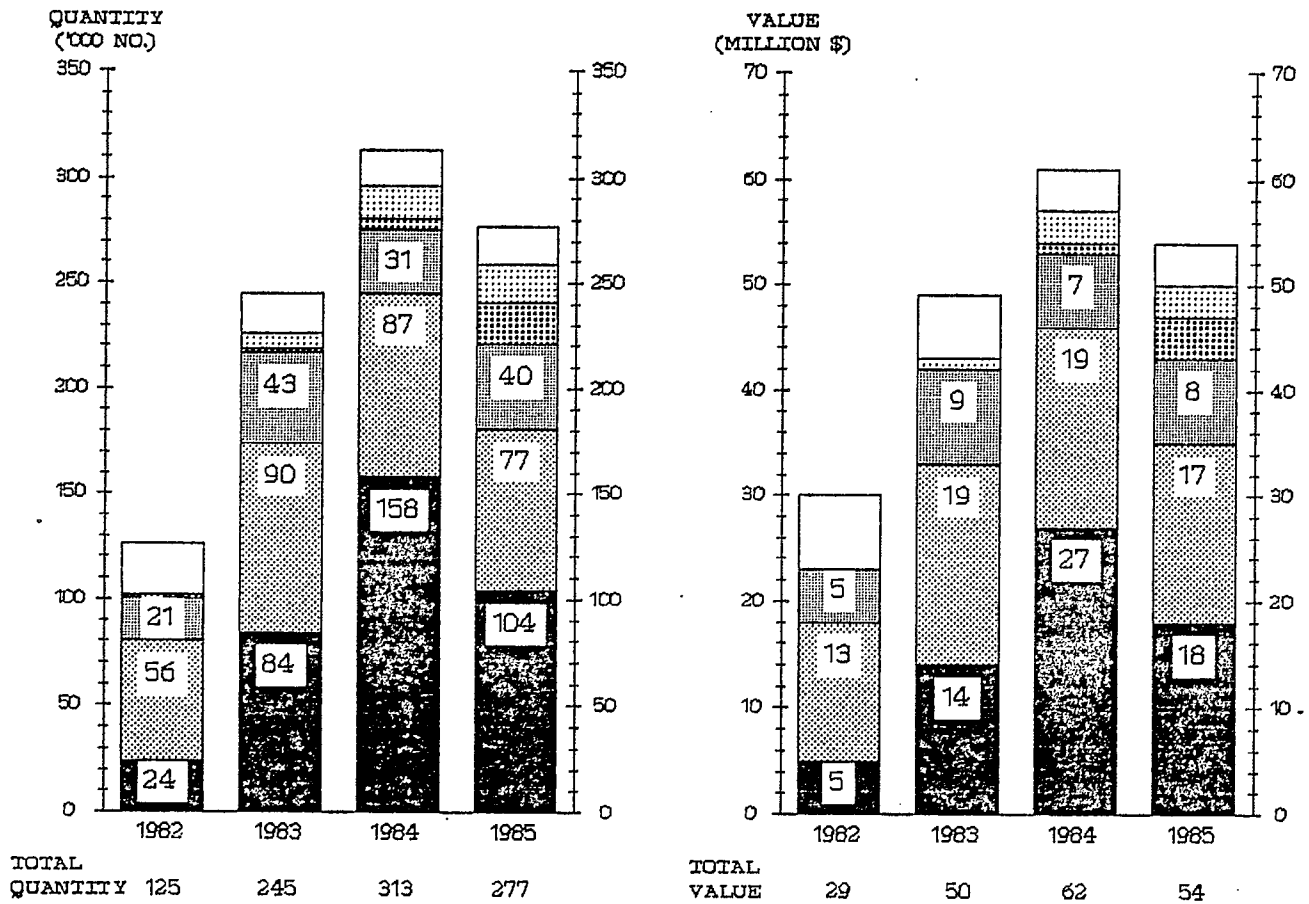
(1) Includes assemblers of T.V. sets.

(2) Includes one Ontario importer, for which the type of business activity was not identified.

In 1984, there were 19 known importers of T.V. sets, under 10 inches. The top 13 importers accounted for \$3.9 million, or over 99 per cent of the value of those imports. Three of the top 13 importers, which imported \$1.5 million of small T.V. sets, manufactured T.V. sets in Canada. Nine of the 13 major importers were wholesalers of electrical household appliances, which accounted for 59 per cent of the imports. Seven of those wholesalers were subsidiaries of multinational firms, which manufactured T.V. sets in foreign countries.

COLOUR TELEVISION RECEIVING SETS, 10 TO 18 INCHES (637-11-22)

IMPORT TRENDS: OVERVIEW



- Republic of Korea
- ▨ Japan
- ▩ Singapore
- ▧ Malaysia
- ▦ Taiwan
- Other Countries

Imports of T.V. sets, 10 to 18 inches, increased from 125 000 sets in 1982, to 313 000 sets in 1984. In 1985, imports of intermediate T.V. sets decreased by 12 per cent, when compared to 1984.

COLOUR TELEVISION RECEIVING SETS, 10 TO 18 INCHES (CONTINUED)

IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT

Foreign Country of Export	1982	1983	1984	1985	Unit	Average	Per cent	Import
					Price	Annual	Change	Market
					1985	1982-1985	1984-1985	Share
					\$	%	%	%
<b>REPUBLIC OF KOREA</b>								
Quantity (No.)	23 889	83 690	157 879	104 468		64	-34	38
Value (\$000)	4 682	14 041	27 324	17 823	171	56	-35	33
<b>JAPAN</b>								
Quantity (No.)	55 673	90 024	86 982	77 427		12	-11	28
Value (\$000)	12 732	19 493	18 941	16 862	218	10	-11	31
<b>SINGAPORE</b>								
Quantity (No.)	20 987	43 360	31 207	39 889		24	28	14
Value (\$000)	4 633	9 288	7 063	8 277	208	21	17	15
<b>MALAYSIA</b>								
Quantity (No.)	0	1 927	5 135	20 267		N/A	295	7
Value (\$000)	0	389	986	3 810	188	N/A	286	7
<b>TAIWAN</b>								
Quantity (No.)	1 315	6 914	15 369	17 669		138	15	6
Value (\$000)	255	1 230	2 851	3 422	194	138	20	6
<b>OTHER</b>								
Quantity (No.)	23 606	19 203	16 758	17 509		-9	4	6
Value (\$000)	7 058	5 691	4 363	3 603	206	-20	-17	7
<b>TOTAL</b>								
Quantity (No.)	125 470	245 118	313 330	277 229		30	-12	100
Value (\$000)	29 360	50 132	61 528	53 797		22	-13	100
UNIT PRICE (\$)	234	205	196	194				

N/A - Not applicable

Between 1982 and 1985, the Republic of Korea displaced Japan as the major source of Canada's imports of intermediate T.V. sets. Imports of intermediate T.V. sets from the Republic of Korea increased from 23 889 units in 1982, to 104 468 units in 1985. In that year, they accounted for 38 per cent of the volume of those imports. Imports of that category of T.V. sets from Japan amounted to 77 427 units, or 28 per cent of the volume of Canadian imports. During the four-year period, Singapore and Malaysia have become important suppliers of intermediate T.V. sets.

In 1985, the average price for intermediate T.V. sets was \$194 per unit. However, the average prices ranged from \$171 per unit for T.V. sets from the Republic of Korea to \$218 per unit for those imported from Japan. The average unit price has declined steadily in the four-year period.

COLOUR TELEVISION RECEIVING SETS, 10 TO 18 INCHES (CONTINUED)

IMPORT MARKET CONCENTRATION  
(BY % OF TOTAL 1984 VALUE)

<u>Top 5</u> <u>Importers</u>	<u>Top 10</u> <u>Importers</u>	<u>Top 15</u> <u>Importers</u>	<u>Top 20</u> <u>Importers</u>
52	72	87	94

In 1984, the top 10 importers of T.V. sets, 10 to 18 inches, accounted for \$44.5 million, or 72 per cent, of the imports of intermediate T.V. sets. Of the top 10 importers, eight were wholesalers of electrical household appliances, which accounted for 59 per cent of the value of imports of this category of T.V. sets. At least five of the wholesalers were subsidiaries of multinational companies, which generated \$20.9 million worth of imports.

NOTE: "Top importers" are the known importers with the largest imports by value in 1984.

TYPE AND LOCATION OF THE TOP 20 KNOWN IMPORTERS - 1984  
(94% OF TOTAL IMPORT VALUE)

	<u>MANUFACTURERS (1)</u>		<u>WHOLESALEERS</u>		<u>OTHER (2)</u>		<u>TOTAL</u>	
	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>
Québec	1	11 553*	-	-	-	-	1	***
Ontario	3	-	10	42 032**	2	4 459**	15	45 300
Western Provinces	-	-	2	-	2	-	4	12 744***
Atlantic Provinces	-	-	-	-	-	-	-	-
<b>TOTAL</b>	<b>4</b>	<b>11 553</b>	<b>12</b>	<b>42 032</b>	<b>4</b>	<b>4 459</b>	<b>20</b>	<b>58 044</b>
Per cent of 1984 total value		19%		68%		7%		94%

(1) Includes assemblers of T.V. sets.

(2) Includes retailers of T.V. sets.

\* Québec and Ontario aggregated to preserve confidentiality.

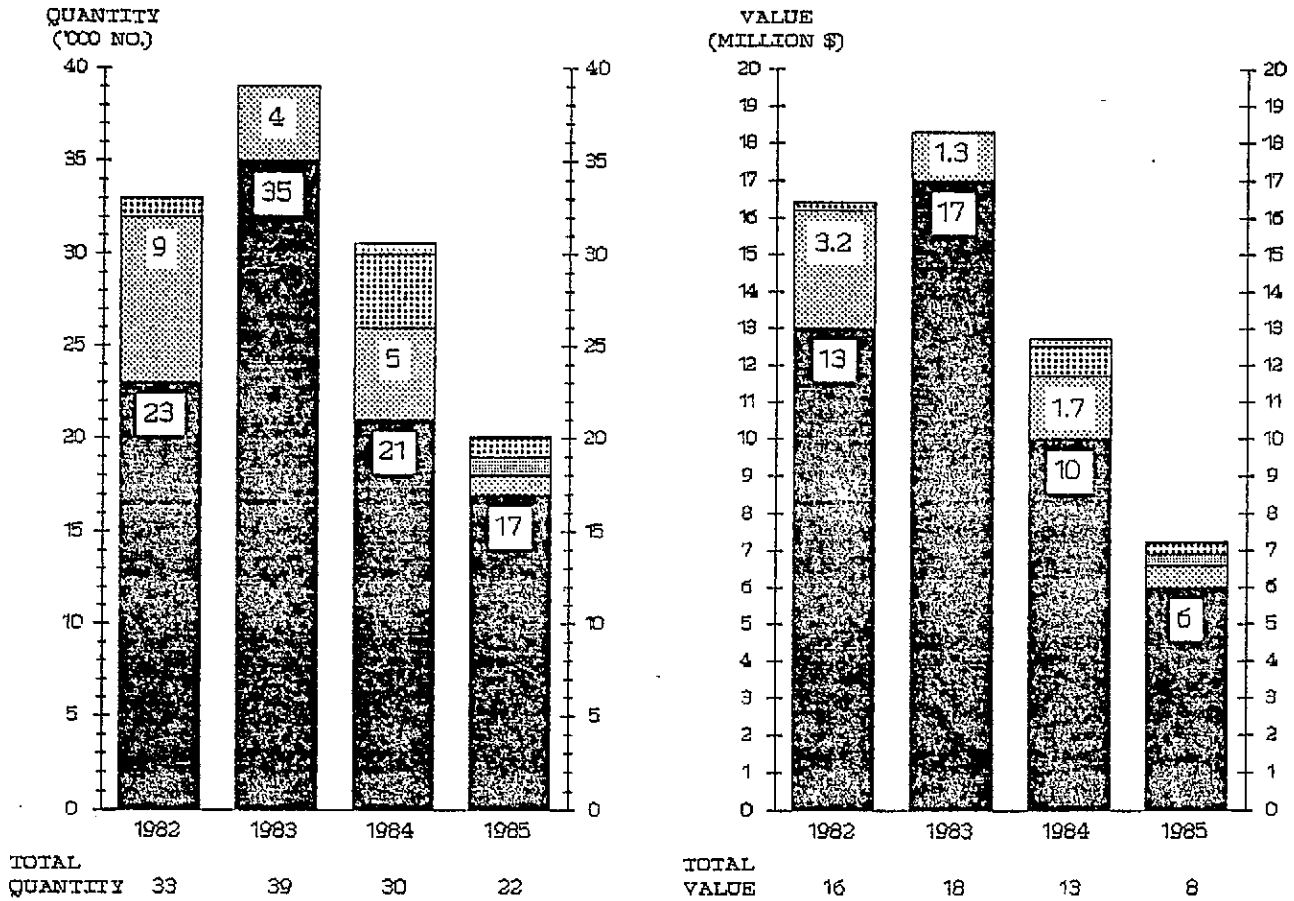
\*\* Ontario and Western Provinces aggregated to preserve confidentiality.

\*\*\* Québec and Western Provinces aggregated to preserve confidentiality.

In 1984, there were 60 known importers of intermediate T.V. sets. The top 20 importers accounted for \$58 million, or 94 per cent, of those imports. Twelve of these top 20 importers were wholesalers which generated 68 per cent of the value of imports. Seven of the 12 wholesalers were subsidiaries of multinational companies, which accounted for 40 per cent of the imports.

COLOUR TELEVISION RECEIVING SETS, 19 INCHES (637-13-21)

IMPORT TRENDS: OVERVIEW



- United States
- ▨ Japan
- ▩ Taiwan
- ▧ Republic of Korea
- ▦ Other Countries

Imports of 19-inch T.V. sets have decreased significantly, from \$18.3 million in 1983 to \$7.8 million in 1985.

COLOUR TELEVISION RECEIVING SETS, 19 INCHES (CONTINUED)

IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT

Foreign Country of Export	1982	1983	1984	1985	Unit	Average	Per cent	Import
					Price	Annual	Change	Market
					1985	1982-1985	1984-1985	Share
					\$	%	%	1985
								%
<b>UNITED STATES</b>								
Quantity (No.)	22 759	34 849	20 899	17 315		-9	-17	80
Value (\$000)	12 733	17 043	10 328	6 498	375	-20	-37	84
<b>JAPAN</b>								
Quantity (No.)	8 982	3 746	4 525	1 416		-46	-69	7
Value (\$000)	3 202	1 313	1 660	602	425	-43	-64	8
<b>TAIWAN</b>								
Quantity (No.)	7	6	17	1 474		495	8 571	7
Value (\$000)	3	1	4	308	209	368	7 600	4
<b>REPUBLIC OF KOREA</b>								
Quantity (No.)	1 110	0	4 070	1 250		4	-69	6
Value (\$000)	244	0	834	259	207	2	-69	3
<b>OTHER</b>								
Quantity (No.)	0	0	575	61		N/A	-89	0
Value (\$000)	0	0	160	42	689	N/A	-74	1
<b>TOTAL</b>								
Quantity (No.)	32 858	38 601	30 086	21 516		-13	-28	100
Value (\$000)	16 182	18 358	12 986	7 709		-22	-41	100
UNIT PRICE (\$)	492	476	432	358				

N/A - Not applicable

Between 1983 and 1985, imports of 19-inch T.V. sets decreased significantly. In 1985, imports of 19-inch T.V. sets totalled 21 516 units, valued at \$7.7 million. The decrease in the volume of imports of T.V. sets was 28 per cent, while the decline in the value of imports was 41 per cent, when compared to 1984. The decline in imports was due mainly to a technical modification in the manufacture of 19-inch T.V. sets. As a result of that modification, most imports of 19-inch T.V. sets were, and continue to be, recorded as imports of 20-inch T.V. sets.

Between 1982 and 1985, the United States dominated Canada's imports of 19-inch T.V. sets. In 1985, imports from the U.S.A. amounted to 17 315 T.V. sets, valued at \$6.5 million. These imports accounted for 81 per cent of the volume, and 84 per cent of the value, of the import market. Japan, Taiwan and the Republic of Korea were the other principal exporters to Canada of 19-inch T.V. sets.

In 1985, the average price for 19-inch T.V. sets was \$358 per unit. However, the average prices varied from \$207 per unit for those from the Republic of Korea to \$425 per unit for those imported from Japan. The average unit price for 19-inch T.V. sets has declined consistently since 1982.

COLOUR TELEVISION RECEIVING SETS, 19 INCHES (CONTINUED)

IMPORT MARKET CONCENTRATION  
(BY % OF TOTAL 1984 VALUE)

<u>Top 5</u> <u>Importers</u>	<u>Top 10</u> <u>Importers</u>
94	99

In 1984, the top 10 importers of 19-inch T.V. sets accounted for \$12.8 million, or 99 per cent of the value, of imports. The majority of these importers were located in Ontario.

NOTE: "Top importers" are the known importers with the largest imports by value in 1984.

TYPE AND LOCATION OF THE TOP 10 KNOWN IMPORTERS - 1984  
(99% OF TOTAL IMPORT VALUE)

	<u>WHOLESALEERS</u>		<u>OTHER (1)</u>		<u>TOTAL</u>	
	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>
Ontario	6	10 517	3	2 277*	9	12 794*
Western Provinces	-	-	1	-	1	-
Québec	-	-	-	-	-	-
Atlantic Provinces	-	-	-	-	-	-
<b>TOTAL</b>	<b>6</b>	<b>10 517</b>	<b>4</b>	<b>2 277</b>	<b>10</b>	<b>12 794</b>
Per cent of 1984 total value		81%		18%		99%

\* Ontario and Western Provinces aggregated to preserve confidentiality.

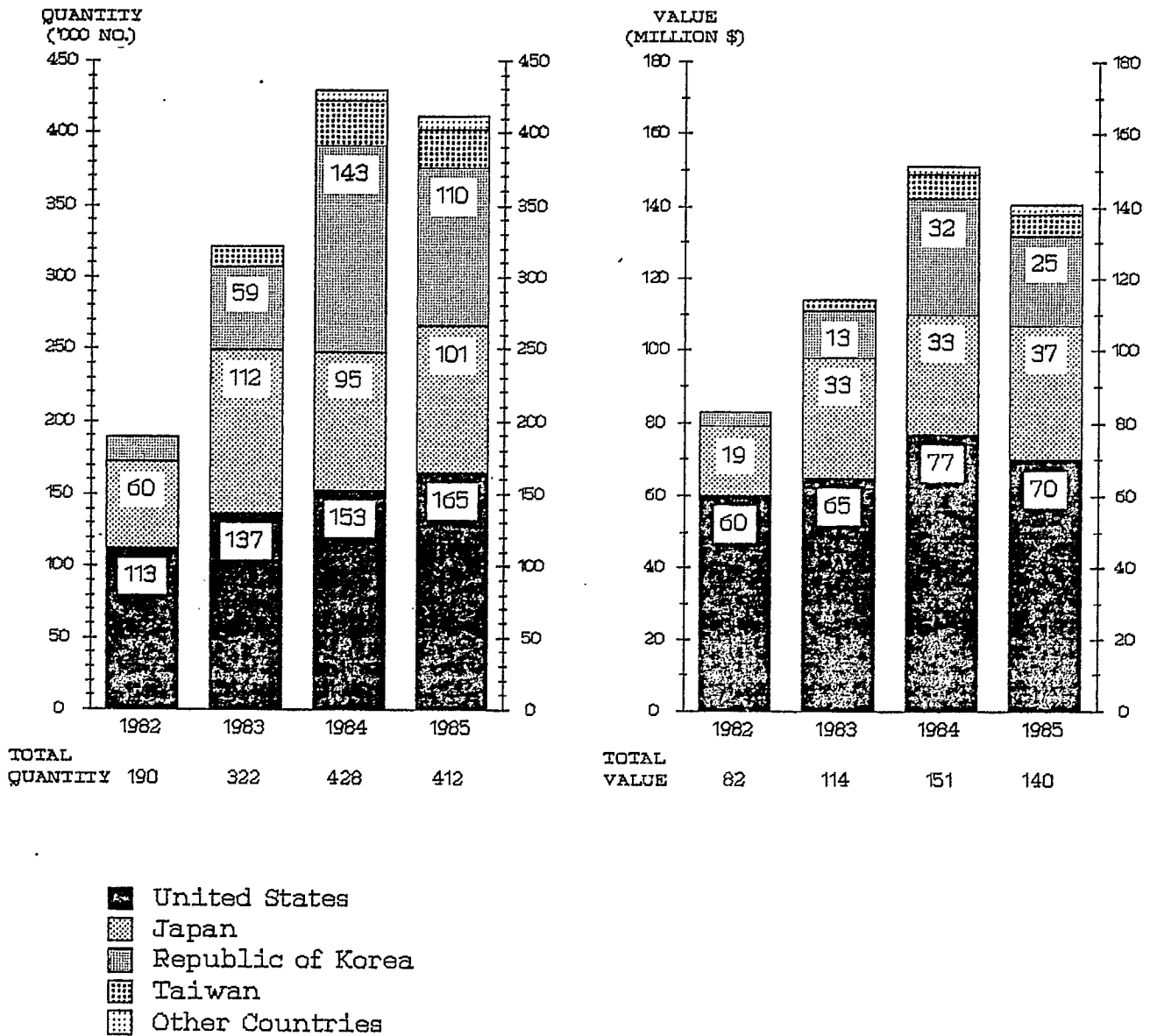
(1) Includes manufacturers, assemblers and retailers of T.V. sets.

In 1984, there were 51 known importers of 19-inch T.V. sets. Six of the 10 major importers were wholesalers of electronic products, whose imports represented \$10.5 million, or 81 per cent of the value, of imports. Four of the six wholesalers were subsidiaries of multinational companies, which accounted for \$9.7 million of the imports of this size of T.V. sets.



COLOUR TELEVISION RECEIVING SETS, OVER 19 INCHES (637-14-21)

IMPORT TRENDS: OVERVIEW



Imports of T.V. sets, over 19 inches, have increased considerably, from 189 945 units in 1982, to 411 946 units in 1985.

COLOUR TELEVISION RECEIVING SETS, OVER 19 INCHES (CONTINUED)

IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT

Foreign Country of Export	1982	1983	1984	1985	Unit	Average	Per cent	Import
					Price	Annual	Change	Market
					1985	Growth	1984-1985	Share
					\$	Rate	1984-1985	1985
						%	%	%
<b>UNITED STATES</b>								
Quantity (No.)	113 362	136 783	152 500	165 045		13	8	40
Value (\$000)	59 857	64 544	76 887	70 202	425	5	-9	50
<b>JAPAN</b>								
Quantity (No.)	60 267	112 381	94 838	101 245		19	7	25
Value (\$000)	18 580	33 363	32 764	36 535	361	25	12	26
<b>REPUBLIC OF KOREA</b>								
Quantity (No.)	16 229	58 743	143 287	109 804		89	-23	27
Value (\$000)	3 792	12 852	31 934	24 613	224	87	-23	18
<b>TAIWAN</b>								
Quantity (No.)	5	13 737	30 685	26 401		1 641	-14	6
Value (\$000)	3	3 267	7 183	6 477	245	1 192	-10	5
<b>SINGAPORE</b>								
Quantity (No.)	75	0	3 642	7 256		359	99	2
Value (\$000)	16	0	952	1 765	243	380	85	1
<b>OTHER</b>								
Quantity (No.)	7	10	3 513	2 195		579	-38	1
Value (\$000)	5	6	1 094	702	320	420	-36	1
<b>TOTAL</b>								
Quantity (No.)	189 945	321 654	428 465	411 946		29	-4	100
Value (\$000)	82 253	114 032	150 814	140 294		19	-7	100
UNIT PRICE (\$)	433	355	352	341				

Between 1982 and 1985, the United States was the largest exporter to Canada of T.V. sets, over 19 inches. However, its share of the volume of Canada's imports of large T.V. sets decreased from 60 per cent in 1982, to 40 per cent in 1985. The U.S. share of the Canadian import market decreased principally at the expense of an increase in the Republic of Korea's share. The Republic of Korea supplanted Japan as the second exporter to Canada of large T.V. sets.

In 1985, the average price for large T.V. sets was \$341 per unit. However, the average prices varied from a low of \$224 per unit for those from the Republic of Korea, to a high of \$425 per unit for those from the United States. The average unit price for large T.V. sets has declined through the four-year period.

COLOUR TELEVISION RECEIVING SETS, OVER 19 INCHES (CONTINUED)

IMPORT MARKET CONCENTRATION  
(BY % OF TOTAL 1984 VALUE)

<u>Top 5</u> <u>Importers</u>	<u>Top 10</u> <u>Importers</u>	<u>Top 15</u> <u>Importers</u>
63	82	91

In 1984, the top 10 importers of T.V. sets, over 19 inches, accounted for \$124 million, or 82 per cent, of the imports of large T.V. sets. Seven of these top 10 firms were located in Ontario. The seven firms were wholesalers of electrical household appliances.

NOTE: "Top importers" are the known importers with the largest imports by value in 1984.

TYPE AND LOCATION OF THE TOP 15 KNOWN IMPORTERS - 1984  
(91% OF TOTAL IMPORT VALUE)

	<u>WHOLESALE</u>		<u>OTHER (1)</u>		<u>TOTAL</u>	
	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>
Ontario	8	97 196	1		9	
Québec	-	-	1	30 221*	1	137 927*
Western Provinces	3	10 510	2		5	
Atlantic Provinces	-	-	-	-	-	-
<b>TOTAL</b>	<b>11</b>	<b>107 706</b>	<b>4</b>	<b>30 221</b>	<b>15</b>	<b>137 927</b>
Per cent of 1984 total value		71%		20%		91%

\* Ontario, Québec and Western Provinces aggregated to preserve confidentiality.

(1) Includes manufacturers, assemblers and retailers of T.V. sets.

In 1984, there were 75 known importers of T.V. sets, over 19 inches. The top 15 importers accounted for \$138 million, or 91 per cent, of the imports of large T.V. sets. Eleven of these top 15 importers were wholesalers of electronic products, whose imports represented 71 per cent of the value of imports. Seven of the wholesalers were subsidiaries of multinational firms, which manufactured T.V. sets in foreign countries. The seven wholesalers accounted for 55 per cent of Canada's imports of large T.V. sets.

CANADIAN PRODUCTION

There are five assemblers of colour television receiving sets in Canada. In this report, shipment and market estimates are based on figures obtained from a report on T.V. sets from the Tariff Board. According to the report, the Canadian production of T.V. sets totalled 696 000 units and had a value of \$263 million in 1984. Canada does not manufacture black and white television receiving sets.

EXPORTS

Statistics Canada reports that Canada's exports of T.V. sets totalled 164 628 units, and had a value of \$68.5 million in 1985.

CANADIAN DOMESTIC MARKET

	<u>1982</u>		<u>1983</u>		<u>1984</u>	
	<u>Quantity</u> (No. 000)	<u>Value</u> (\$Million)	<u>Quantity</u> (No. 000)	<u>Value</u> (\$Million)	<u>Quantity</u> (No. 000)	<u>Value</u> (\$Million)
Canadian Production*	543	214	699	263	696	263
Imports	<u>377</u>	<u>135</u>	<u>650</u>	<u>192</u>	<u>828</u>	<u>238</u>
Sub-Total	920	349	1 349	455	1 524	501
Exports	<u>67</u>	<u>34</u>	<u>78</u>	<u>42</u>	<u>95</u>	<u>49</u>
Apparent Domestic Market	<u>853</u>	<u>315</u>	<u>1 271</u>	<u>413</u>	<u>1 429</u>	<u>452</u>
Import Penetration (Imports/Apparent Domestic Market)	44.2%	42.9%	51.1%	46.5%	57.9%	52.7%

\* Tariff Board Survey

MARKET SUMMARY

In 1985, the Canadian market for all sizes of T.V. sets was approximately 1.3 million units. The market is mature as approximately 91 per cent of Canadian households own at least one T.V. set. The sales of 14-inch, 20-inch and 26-inch T.V. sets accounted for over 90 per cent of the market.

In terms of volume, the 20-inch T.V. sets had about 47 per cent of the market. The 14-inch T.V. sets had a considerably smaller share than that, while the 26-inch T.V. sets had only 18 per cent of the Canadian market. In terms of value, however, the 26-inch T.V. sets had the largest share of the market, with 33 per cent.

Three technical modifications have been affecting positively the sales of T.V. sets in the Canadian market. The first change is the manufacture of 26-inch and 28-inch portable T.V. sets, which compete directly with the console sets in those sizes. The second one is the incorporation of an electronic tuning system; T.V. sets that feature such a tuning system account for over 50 per cent of the volume of sales. The third one is the introduction in the Canadian market of T.V. sets that have flatter and squarer screens.

The Government has been promoting the assembly in Canada of T.V. sets. It removed tariffs on imports of television chassis. Furthermore, it eliminated the duty-free provision on T.V. sets imported from certain countries, that benefited from the General System of Preference.

The absence of restrictions on Canada's imports of television components, the high disposable income of Canadians, and the willingness of Canadians to accept product innovations make the Canadian market attractive to assemblers. The degree of import penetration suggests that opportunities exist for the establishment of new assembly operations in Canada.

This report was prepared by:

the Market Development Branch  
in collaboration with  
Investment Promotion,  
Electronics Directorate,  
Electronics and Aerospace Branch.

DEPARTMENT OF REGIONAL INDUSTRIAL EXPANSION

COLOUR TELEVISION RECEIVING SETS, ALL SIZES

IMPORT DATA TRENDS - IMPORT COMMODITY CODES - 637-11; 637-13; 637-14

C.I.T.C. Commodity Code	Description	1982	1983	1984	1985	Unit	Average	Per cent	Major
						Price 1985 (\$)	Annual Growth Rate 1982-1985 %	Change 1984-1985 %	Country of Export 1985 Share %
637-11-21	Receiving sets, TV, Colour, Under 10 In.								
	Quantity (No.)	5 184	10 914	18 713	20 113		57	7	50
	Value (\$000)	1 233	2 243	3 927	4 691	233	57	19	57 Japan
637-11-22	Receiving sets, TV, Colour, 10 to 18 In.								
	Quantity (No.)	125 470	245 118	314 330	277 229		30	-12	38 Republic
	Value (\$000)	29 360	50 132	61 528	53 797	194	22	-13	33 of Korea
637-11-61	Receiving sets, TV, Colour, Combination, Under 19 In.								
	Quantity (No.)	4 633	3 737	2 505	8 845		24	253	46
	Value (\$000)	935	821	630	1 750	198	23	178	41 Taiwan
637-11-80	Receiving sets, TV, Colour, Complete Kit, Under 19 In.								
	Quantity (No.)	4 995	16 591	6 425	6 591		10	3	65
	Value (\$000)	1 184	3 161	1 163	1 092	166	-3	-6	59 Japan
637-13-21	Receiving sets, TV, Colour, 19 In.								
	Quantity (No.)	32 858	38 601	30 086	21 516		-13	-28	80 United
	Value (\$000)	16 182	18 358	12 986	7 709	358	-22	-41	84 States
637-13-61	Receiving sets, TV, Colour, Combination, 19 In.								
	Quantity (No.)	70	122	48	231		49	381	81 United
	Value (\$000)	26	56	20	75	325	42	275	76 States
637-13-80	Receiving sets, TV, Colour, Complete Kit, 19 In.								
	Quantity (No.)	10	16	22	103		118	368	71 United
	Value (\$000)	3	5	10	42	408	141	320	71 States
637-14-21	Receiving sets, TV, Colour, Over 19 In.								
	Quantity (No.)	189 945	321 654	428 465	411 946		29	-4	40 United
	Value (\$000)	82 253	114 032	150 814	140 294	341	19	-7	50 States

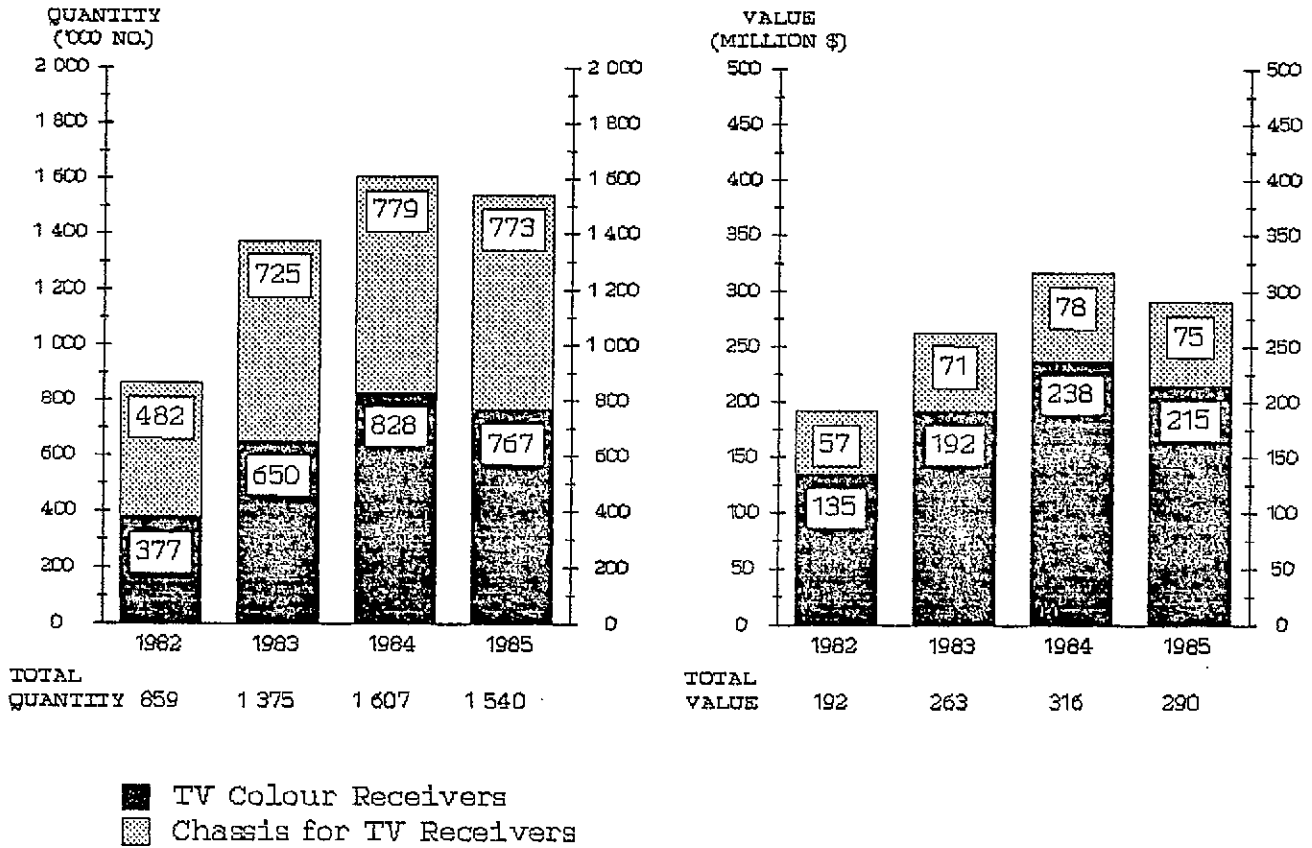
COLOUR TELEVISION RECEIVING SETS, ALL SIZES (CONTINUED)

IMPORT DATA TRENDS - IMPORT COMMODITY CODES - 637-11; 637-13; 637-14

C.I.T.C. Commodity Code	Description	1982	1983	1984	1985	Unit	Average	Per cent	Major
						Price 1985 (\$)	Annual Growth Rate 1982-1984 %	Change 1984-1985 %	Country of Export 1985 Share %
637-14-61	Receiving sets, TV, Colour, Combination, Over 19 In.								
	Quantity (No.)	3 016	1 094	7 245	5 428		22	-25	36 United
	Value (\$000)	1 553	506	2 271	2 045	377	10	-10	39 States
637-14-80	Receiving sets, TV, Colour, Complete Kit, Over 19 In.								
	Quantity (No.)	10 484	12 138	20 694	15 325		13	-26	90
	Value (\$000)	2 360	2 773	4 563	3 583	234	15	-21	88 Japan
TOTAL	Quantity (No.)	376 665	649 985	827 533	767 327		27	-7	29 Republic
	Value (\$000)	135 079	192 087	237 912	215 078		17	-10	20 of Korea
	Unit Price (\$)	359	296	287	280				

IMPORT TRENDS: OVERVIEW

COLOUR TELEVISION RECEIVING SETS AND CHASSIS FOR TELEVISION RECEIVERS

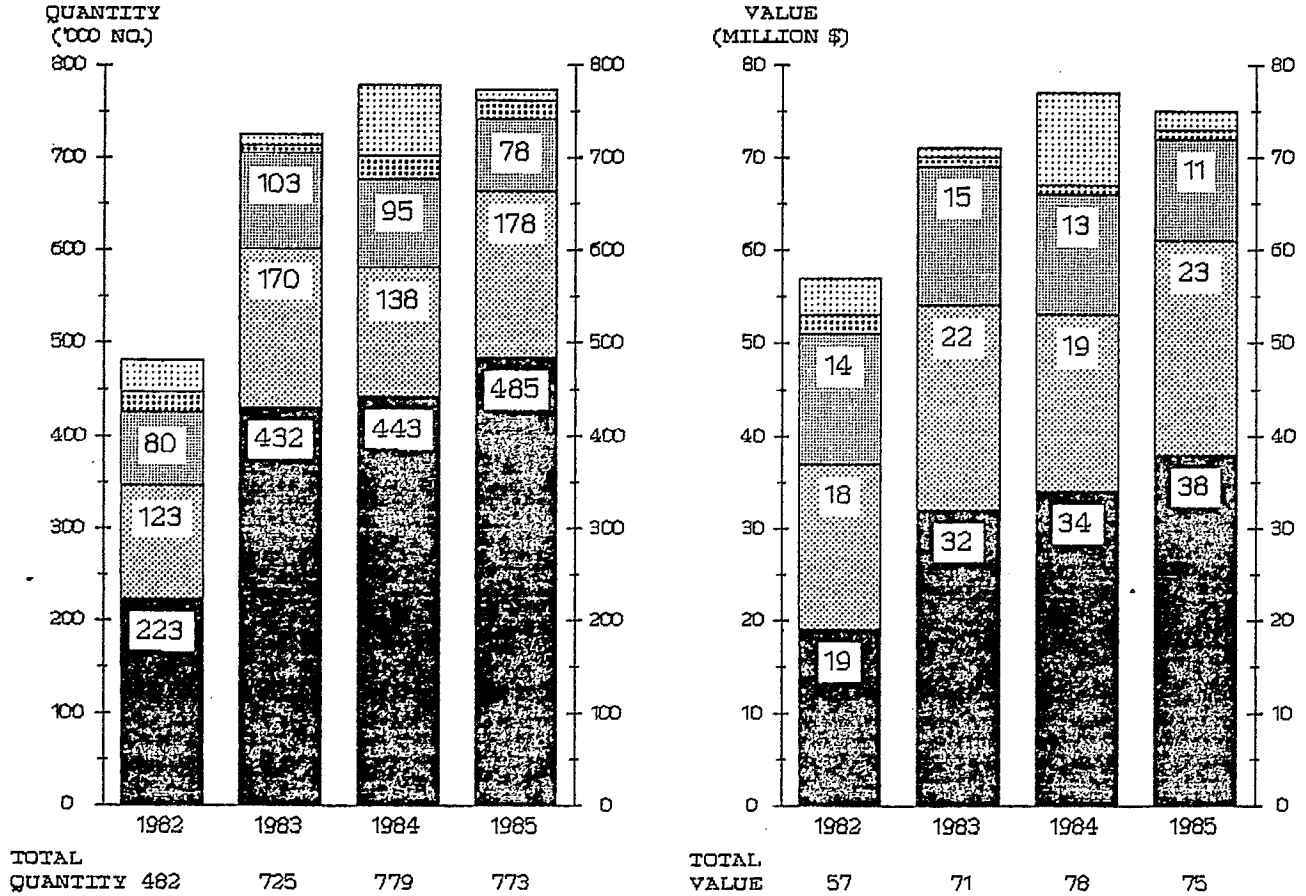


The Canadian import market for T.V. sets and chassis increased from \$192 million in 1982 to \$290 million in 1985.



IMPORT TRENDS: OVERVIEW

CHASSIS FOR TV SETS WITH OR WITHOUT COMPONENTS



- Mexico
- ▨ Japan
- ▤ Taiwan
- ▥ United States
- ▧ Other Countries

CHASSIS FOR T.V. SETS WITH COMPONENTS (639-60-30)

IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT

<u>Foreign Country of Export</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>Unit Price 1985</u> \$	<u>Average</u>	<u>Per cent</u>
						<u>Annual Growth Rate 1982-1985</u> %	<u>Change 1984-1985</u> %
<b>MEXICO</b>							
Quantity (No.)	223 204	432 389	442 696	484 806		30	10
Value (\$000)	19 401	31 547	34 478	37 688	78	25	9
<b>JAPAN</b>							
Quantity (No.)	118 499	162 459	136 256	178 128		15	31
Value (\$000)	17 817	22 290	19 340	23 194	130	9	20
<b>TAIWAN</b>							
Quantity (No.)	80 483	102 677	95 441	77 777		-1	-19
Value (\$000)	13 657	14 772	13 066	10 906	140	-7	-17
<b>UNITED STATES</b>							
Quantity (No.)	21 466	7 051	6 226	17 031		-7	174
Value (\$000)	1 807	731	492	1 478	87	-6	200
<b>SINGAPORE</b>							
Quantity (No.)	0	0	49 252	8 248		N/A	-83
Value (\$000)	0	0	7 809	1 207	146	N/A	-85
<b>OTHER</b>							
Quantity (No.)	7 080	12 208	27 366	2 531		-29	-91
Value (\$000)	716	1 321	2 563	316	125	-24	-88
<b>TOTAL</b>							
Quantity (No.)	450 732	716 784	757 237	768 521		19	1
Value (\$000)	53 398	70 661	77 748	74 789	97	12	-4

N/A - Not applicable

CHASSIS FOR T.V. SETS WITHOUT COMPONENTS (639-60-35)

IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT

<u>Foreign Country of Export</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>Unit Price 1985</u> \$	<u>Average Annual Growth Rate 1982-1985</u> %	<u>Per cent Change 1984-1985</u> %
<b>UNITED STATES</b>							
Quantity (No.)	1 296	533	20 066	4 264		49	-79
Value (\$000)	8	2	34	21	5	38	-38
<b>TAIWAN</b>							
Quantity (No.)	0	0	0	49		N/A	N/A
Value (\$000)	0	0	0	1	20	N/A	N/A
<b>JAPAN</b>							
Quantity (No.)	4 706	7 799	1 566	0		-100	-100
Value (\$000)	681	28	7	0	N/A	-100	-100
<b>OTHER</b>							
Quantity (No.)	25 284	0	41	0		-100	-100
Value (\$000)	2 992	0	1	0	N/A	-93	-100
<b>TOTAL</b>							
Quantity (No.)	31 286	8 332	21 673	4 313		-48	-80
Value (\$000)	3 681	30	41	22	5	-72	-46

N/A - Not applicable

CANADIAN TARIFFS, 1986

Tariff items applicable to colour television receiving sets during 1985 are listed below by C.I.T.C. commodity code . For individual listings see page 28.

<u>C.I.T.C. COMMODITY</u>	<u>DESCRIPTION</u>	<u>1985 IMPORT VALUE (\$000)</u>	<u>TARIFF ITEM</u>	<u>% OF TOTAL C.I.T.C. IMPORT VALUE (1985)</u>
637-11-21	Receiving sets, TV, Colour, Under 10 Inches	4 691	44533-04	99.6
637-11-22	Receiving sets, TV, Colour 10 to 18 Inches	53 797	44533-04	99
637-11-61	Receiving sets, TV, Colour, Combination, Under 19 Inches	1 750	44533-01 44533-04	31 61
637-11-80	Receiving sets, TV, Colour, Complete Kit, Under 19 Inches	1 092	44597-01 44533-01	54 45
637-13-21	Receiving sets, TV, Colour, 19 Inches	7 709	44533-05 44533-04	75 22
637-13-61	Receiving sets, TV, Colour, Comb., 19 Inches	75	44533-04 44533-05	41 41
637-13-80	Receiving sets, TV, Colour, Complete Kit, 19 Inches	42	44533-05	100
637-14-21	Receiving sets, TV, Colour, Over 19 Inches	140 294	44533-04	99
637-14-61	Receiving sets, TV, Colour, Comb., Over 19 Inches	2 045	44533-04	78
637-14-80	Receiving sets, TV, Colour, Complete Kit, Over 19 Inches	3 583	44597-01	84

CANADIAN TARIFFS, 1986

Tariff Item	Description	TARIFF TREATMENT				
		British Prefer- ential Tariff	U.K. and Ireland	Most Favoured Nation Tariff	General Tariff	General Prefer- ential Tariff
		%	%	%	%	%
44533-05	Domestic colour television receiving sets, 19-inch screen	Free	8.2	9.7	25	Free
	<u>Future Scheduled Rates:</u> January 1, 1987	Free	8.2	8.2	25	Free
44533-04	Domestic colour television receiving sets, other than 19-inch screen; parts of domestic colour television receiving sets	Free	7.5	8.8	25	Free
	<u>Future Scheduled Rates:</u> January 1, 1987	Free	7.5	7.5	25	Free
44597-01	Television chassis other than television chassis which incorporate cabinets, picture tubes, speakers, bezels, escutcheons, picture tube frames, decorative trim, or any other parts of the front of a television receiver; parts of the foregoing television chassis, other than electric transformers, line cords or controls; all of the foregoing for use in the manufacture of television receiving sets (Temporary Tariff Item: expires 30/06/87)	Free	Free	Free	25	Free

Tariff Arrangements and Foreign Countries of Export:

COUNTRIES WHICH BENEFIT FROM THE MOST FAVOURED NATION TARIFF TREATMENT: JAPAN, TAIWAN, UNITED STATES, REPUBLIC OF KOREA

COUNTRIES WHICH BENEFIT FROM THE MOST FAVOURED NATION TARIFF TREATMENT OR BRITISH PREFERENTIAL SYSTEM OR GENERAL SYSTEM OF PREFERENCE\*: SINGAPORE, MALAYSIA

ENQUIRIES CONCERNING TARIFFS SHOULD BE DIRECTED TO THE NEAREST CUSTOMS AND EXCISE OFFICE OR TO:

TARIFF PROGRAMS  
REVENUE CANADA  
CUSTOMS AND EXCISE  
OTTAWA, ONTARIO  
K1A 0L5  
TEL: (613) 996-6595

NOTE: \*In order to qualify for the General System of Preference, a special certificate of origin is required.

CANADIAN IMPORTERS

Importers of T.V. sets, as indicated in this report during 1984, are listed below in alphabetical order. This list includes all importers except individual importers and a minimal number of importers whose names were not available. The number in brackets following the name of the importers indicates the specific types of T.V. sets imported: (1) T.V. sets, under 19 inches; (2) T.V. sets, 19 inches; (3) T.V. sets, over 19 inches. This list does not include importers of chassis for T.V. sets (C.I.T.C. 639-60-30 and 639-60-35). However, it is possible that some importers of T.V. sets, listed below, may import chassis for T.V. sets as well.

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
A H A Manufacturing Company Limited (1)	Mississauga, Ont.	Chemlawn Ltd. (2)	Bridge Columbus, OH, USA*
A and A Canada, Div. of Tandy Electronics Ltd. (1)	Barrie, Ont.	Chicago Audio Wholesale Ltd. (2)	Toronto, Ont.
AC Simmonds & Sons Ltd. (3)	Pickering, Ont.	Computer Assembly Systems Ltd. (2)	Brockville, Ont.
AVS Video & Sound Ltd. (3)	Edmonton, Alta.	Cosmetica Ltd. (1)(2)	Montréal, Qué.
Addisons TV Parts Ltd. (3)	Montréal, Qué.	Crane Packing Company Ltd. (1)	Stoney Creek, Ont.
Allders International Canada Ltd. (1)(2)	Rexdale, Ont.	Crown Compact Cleaners Ltd. (1)	Calgary, Alta.
American Airlines Inc. (2)	Tulsa, OK, USA*	Cycare Systems Canada Ltd. (2)	Willowdale, Ont.
Arsenal Developments Ltd. (1)	Mississauga, Ont.	Dalton Fenske & Friends (International) Ltd. (1)(2)	Toronto, Ont.
Artistic Woodwork Co. Ltd. (1)	Toronto, Ont.	Data General (Canada) Ltd. (2)(3)	Mississauga, Ont.
Asia Import House (1980) Ltd. (3)	Edmonton, Alta.	David International Import Reg'd. (3)	Montréal, Qué.
Assegai Inc. (1)(3)	Markham, Ont.	Dayco Canada Ltd. (1)	Weston, Ont.
Assegai Inc. (2)	Downsview, Ont.	Department of External Affairs (2)	Ottawa, Ont.
Audio Video Specialists Inc. (1)(2)(3)	Dorval, Qué.	Donald Choi Canada Ltd. (1)(2)(3)	Waterloo, Ont.
BRE Electric Ltd. (1)(3)	Edmonton, Alta.	Emulex Corporation (2)	Mississauga, Ont.
Beckman Instruments Inc. (3)	Toronto, Ont.	FKL Mfg. Co. Ltd. (3)	Ajax, Ont.
Bell Textile Limited (1)	Bramalea, Ont.	Four Seasons Hotels Ltd. (2)	Don Mills, Ont.
Blocker Drilling Canada Ltd. (1)	Calgary, Alta.	Foxboro Canada Inc. (1)	Montréal, Qué.
Burns International Security Ltd. (3)	Toronto, Ont.	G O T General Overseas Traffic Ltd. (3)	Montréal, Qué.
C H Thomas Importers Inc. (2)	Digby, N.S.	Gastrem Inc. (3)	Montréal, Qué.
CM Peterson Company Ltd. (1)(3)	London, Ont.	General Reinsurance Corp. (2)(3)	Toronto, Ont.
Camartron Communications Inc. (3)	Willowdale, Ont.	Gould Marketing Inc. (1)	St. Laurent, Qué.
Can Ocean Resources Ltd. (2)	New Westminster, B.C.	Grand Anse Peat Moss Company Ltd. (2)	Grand Anse, N.B.
Canadian Compact Inc. (1)	Weston, Ont.	Greenacres Pumps & Equipment Ltd. (1)	Penticton, B.C.
Canadian General Electric Co. Ltd. (2)	Toronto, Ont.	Hamilton-Avnet International (Canada) Ltd. (2)	Mississauga, Ont.
Canadian Mr. Sweeper Inc. (1)(3)	Burnaby, B.C.	Heath Company, Div. of Zenith Radio Canada Ltd. (2)(3)	Toronto, Ont.
Canadian Tire Corporation Ltd. (1)(3)	Toronto, Ont.	Herb Fraser & Associates Ltd. (3)	Port Colborne, Ont.
Canellis World Traffic Ltd. (1)(3)	Lachine, Qué.	Hitachi Credit Canada Inc. (1)(3)	Pointe-Claire, Qué.
Capital Novelties Ltd. (3)	Montréal, Qué.	Hitachi HSC Canada Inc. (2)(3)	Pointe-Claire, Qué.
Carl Imports & Exports A Div. of Cateo Inc. (3)	Willowdale, Ont.		
Carrady Electronics Ltd. (1)	Toronto, Ont.		
Carrady Electronics Ltd. (2)	Don Mills, Ont.		
Centauri Electronics Inc. (3)	Winnipeg, Man.		

Canadian Importers (continued)

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
Innovative Metal Inc. (3)	Rexdale, Ont.	Québec-Labrador Mission	
JVC Canada Inc. (1)(2)(3)	Scarborough, Ont.	Canadian Foundation Inc. (3)	Montréal, Qué.
Jan Electronics Distributors		RCA Inc. (1)(2)(3)	Toronto, Ont.
c/o 313 912 Ontario Ltd.(1)(2)	Weston, Ont.	Rhythms Div. of Bennet	
Jutan International Ltd. (1)(3)	Willowdale, Ont.	Zgarka Music Ltd. (3)	Toronto, Ont.
K-Brand Ltd. (1)	Mount Forest, Ont.	Rockwood Gardens Ltd. (3)	Rockwood, Ont.
Kelly Services Ltd. (3)	Detroit, MI, USA*	Rumble Equipment Ltd. (2)	Rexdale, Ont.
Kenting Drilling Co. Ltd. (2)	Calgary, Alta.	Sanyo Canada Inc. (1)(3)	Toronto, Ont.
Kits Cameras Ltd. (1)	Richmond, B.C.	Sanyo Canada Ltd. (1)(2)(3)	Montréal, Qué.
Lenbrook Industries Limited (2)	Scarborough, Ont.	Schultz Bob Production	
Liebherr Canada Limited (2)	Toronto, Ont.	Limited (2)	Toronto, Ont.
Lloyds Electronics Ltd. (1)(3)	Don Mills, Ont.	Scientific Atlantic (Canada)	
Logo Computer Systems Inc. (1)	Ste-Julie de	Ltd. (3)	Atlanta, GA, USA*
	Verchères, Qué.	Scott Paper Ltd. (1)	New Westminster, B.C.
Magnasonic Canada Inc. (1)(3)	Don Mills, Ont.	Sharp Electronics of	
Marubeni Canada Ltd. (1)(3)	Vancouver, B.C.	Canada Ltd. (1)(3)	Rexdale, Ont.
Matsushita Electric of		Sharp Electronics of Canada	
Canada Ltd. (1)(2)(3)	Mississauga, Ont.	Ltd. (2)	Mississauga, Ont.
Matsushita Industrial		Simpsons-Sears Ltd. (1)(3)	Toronto, Ont.
Canada Ltd. (1)(2)(3)	Toronto, Ont.	Smith International Canada	
Mayfield Investments Ltd. (3)	Edmonton, Alta.	Ltd. (1)	Edmonton, Alta.
Melco Sales Canada Inc. (1)(3)	Markham, Ont.	Sona Imports & Exports Inc. (3)	Rexdale, Ont.
Meikit Marketing Division of		Sony of Canada Ltd. (1)(2)(3)	Willowdale, Ont.
Mitsubishi Electric Sales		Squibb & Sons Ltd. (1)	St. Laurent, Qué.
Canada Ltd.(1)(2)(3)	Kitchener, Ont.	State Farm Mutual Automobile	
Mercedes-Benz of Canada Ltd. (3)	Toronto, Ont.	Insurance Company (1)(2)	Scarborough, Ont.
Mitsubishi Electric Sales		Stechyson Purcell Electronics	
Canada Ltd. (2)	Markham, Ont.	Ltd. (2)	Ottawa, Ont.
Mitsubishi Electronics		Steintron International	
Industries Canada Inc. (3)	Midland, Ont.	Electronics Ltd. (1)(2)(3)	Richmond, B.C.
Mona Electronic International		Sterisystems Limited (1)	Rexdale, Ont.
Co. Ltd. (1)(3)	Vancouver, B.C.	Sumitomo Canada Limited (1)	Vancouver, B.C.
National Liquidators Ltd. (3)	Vancouver, B.C.	TC Electronics Canada Ltd. (3)	Dorval, Qué.
Neptune Distributors Ltd. (1)	Edmonton, Alta.	The Brick Warehouse Ltd. (1)(3)	Edmonton, Alta.
Nicks Shipping Co. (3)	Toronto, Ont.	Toshiba of Canada Ltd. (1)(2)(3)	Willowdale, Ont.
Noresco Canada Inc. (1)	Toronto, Ont.	Tri Star Chemical, Div. of	
Nouveautés Capital Ltée (2)	Montréal, Qué.	511649 Ontario Ltd. (2)	Mississauga, Ont.
Ompax Trading Corporation (1)(3)	Montréal, Qué.	Tri-Chem of Canada Ltd. (2)	Scarborough, Ont.
Oriental Trading (Mtl) Ltd. (1)	Montréal, Qué.	U-Haul Company of Canada	
Phelps Drilling Company Ltd. (2)	Calgary, Alta.	Ltd. (1)	Burlington, Ont.
Philips Electronics		United Maritime Suppliers Ltd.	
Ltd. (1)(2)(3)	Scarborough, Ont.	(2)	Vancouver, B.C.
Photoquip Systems Limited (3)	Toronto, Ont.	Video Music of the 80's Inc. (2)	Toronto, Ont.
Pierre Musique Ltée (1)	Montréal, Qué.	Warner Bros. Distributing	
Pilot Audio Systems (Morse) (2)	Lachine, Qué.	(Canada Ltd.) (3)	Toronto, Ont.
Pro Quality International		Winston Electronic Service	
Ltd. (1)(3)	Toronto, Ont.	Co. Ltd. (1)(2)(3)	Burnaby, B.C.
Pro-Conic Electronics Ltd.		Woodward Stores (Vancouver)	
(1)(3)	Vancouver, B.C.	Ltd. (1)(3)	Vancouver, B.C.

Canadian Importers (continued)

<u>Name</u>	<u>Address</u>
World Book & Child Craft Ltd. (1)(2)	Chicago, IL, USA*
Yokohama Coin Machine (Canada) Ltd. (2)	Agincourt, Ont.
Zellers Limited (3)	Montréal, Qué.
Zenith Radio Canada Ltd. (1)(2)(3)	Toronto, Ont.

\* non-resident importer



For more information please contact the nearest DRIE Regional Office

Newfoundland  
P.O. Box 8950  
Parsons Building  
90 O'Leary Avenue  
St. John's, Newfoundland  
A1B 3R9  
Tel: (709) 772-4884

Prince Edward Island  
P.O. Box 1115  
Confederation Court Mall  
134 Kent Street, Suite 400  
Charlottetown, Prince Edward Island  
C1A 7M8  
Tel: (902) 566-7400

Nova Scotia  
P.O. Box 940, Station M  
1496 Lower Water Street  
Halifax, Nova Scotia  
B3J 2V9  
Tel: (902) 426-2018

New Brunswick  
P.O. Box 1210  
Assumption Place  
770 Main Street  
Moncton, New Brunswick  
E1C 8P9  
Tel: (506) 867-6400

Québec  
P.O. Box 247  
Tour de la Bourse  
800 Place Victoria, Suite 3800  
Montréal, Québec  
H4Z 1E8  
Tel: (514) 283-8186

Ontario  
P.O. Box 98  
1 First Canadian Place, Suite 4840  
Toronto, Ontario  
M5X 1B1  
Tel: (416) 365-3821

Manitoba  
P.O. Box 981  
330 Portage Avenue  
Room 608  
Winnipeg, Manitoba  
R3C 2V2  
Tel: (204) 949-6182

Saskatchewan  
Canada Building  
6th Floor, 105-21st Street East  
Saskatoon, Saskatchewan  
S7K 0B3  
Tel: (306) 975-4400

Alberta  
Cornerpoint Building  
10179 - 105th Street, Suite 505  
Edmonton, Alberta  
T5J 3S3  
Tel: (403) 420-2944

British Columbia  
P.O. Box 49178  
Bentall Postal Station  
Bentall Tower IV  
1101 - 1055 Dunsmuir Street  
Vancouver, British Columbia  
V7X 1K8  
Tel: (604) 661-0434

Yukon  
Suite 301  
108 Lambert Street  
Whitehorse, Yukon  
Y1A 1Z2  
Tel: (403) 668-4655

Northwest Territories  
P.O. Bag 6100  
Precambrian Building  
Yellowknife, Northwest Territories  
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