

Sell Canada

Obtaining mandates depends on selling Canada as a viable location for further investment. Point to Canadian success stories and describe what competitors are doing in Canada.

Companies such as Digital, Ericsson, Siemens, Rolls-Royce, among many others, have been very successful at pointing out Canada's advantages in achieving world manufacturing and development mandates. The CEOs said that Canada's distinctiveness and attributes are not always obvious to multinational parents.

Canada Isn't the U.S.

Make sure that the parent understands that Canada is different from the U.S.

Canada represents a less risky market for development and trial marketing of new products than the U.S. and, at the same time, offers proximity to the larger U.S. market.

*Jerry Shattner
President
Hitachi Data Systems*

There is much less litigation in Canada than the U.S. We recently found our company spending \$100,000 on lawyer's fees there to protect a contract we had already won.

*William Waite
President & CEO
Siemens Electric Ltd.*

We set out to address and dispel myths and beliefs in the parent organization such as "Canadians are the same as Americans" and that "big" is better than "small".

In the food industry, we convinced our parent corporation in the U.S. to award missions to Canada chiefly by basing our arguments on bottom-line costs and customer servicing.

*Geordie Beal
Vice-President
Strategy, Development & Total Quality
Kraft Canada Inc.*