

Market Access

As in many other countries, the role of the agent and distributor is evolving. Companies wanting to export to Germany are finding success by forming strategic alliances and joint ventures with German manufacturers of complementary products.

Overall, the industrial machinery market in Germany affords very good prospects for Canadian companies that have carefully researched the market, and offer quality products and service. Although costs to enter the market are high, success can be achieved

for companies that are prepared to implement sustained marketing programs over an extended period.

Canadian firms are used to finding an agent with minimum difficulty in the United States. In Germany, choices are more limited, and the process is more time-consuming and expensive. To set up an office requires a comprehensive understanding of international law, German business practices and the cultural environment. Special attention must also be paid to budgeting, given the high cost of living, labour costs and the strength of the Deutschemark.

Information Sources

Hannover Industrial Show, Hannover, April 23-28, 2001: www.hannovermesse.de
This annual fair is the major international trade show featuring a wide spectrum of industrial machinery.

EMO, Hannover, September 12-19, 2001: www.hannovermesse.de
This is the world fair of machine tools. It takes place every four years.

INTERKAMA, Düsseldorf, September 24-28, 2001: www.messe-duesseldorf.de
This fair is an important international venue for global marketing in the areas of industrial communication, automation, measurement and analytics.

K'2001, Düsseldorf, October 25-November 1, 2001: www.messe-duesseldorf.de
Taking place every three years in Düsseldorf, K (short for Kunststoff) is the world's leading international trade fair for the plastics and

rubber industry. Opportunities exist for Canadian companies interested in marketing plastics-processing machinery.

INTERPACK, Düsseldorf, April 24-30, 2002: www.messe-duesseldorf.de/en/2002/interpack
This international fair, which takes place every three years, highlights packaging and confectionery machinery.

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