# 1. WHY DID THEY CROSS THE ATLANTIC?

Each company had its own set of reasons to go overseas. The most important influencers were:

# **Dissatisfaction with** agents

This was particularly the case for high tech companies whose products must or are required to be sold by people with technical expertise



# 1992 effect

Some companies believed in the possibility of a "Fortress Europe", and wanted to secure a seat before it is too late

### To exploit crossmarketing opportunities

Sometimes it is possible to find the European counterpart to your company whose products perfectly complement your range

To escape constraints on growth in domestic market

Europe provides ready access to nearly 350 million customers



# To find new markets for innovative products

Selling innovations in Europe can help amortise the sunk costs very quickly

### **X** To oversee distribution of products

Some felt the need for providing a technical and marketing assistance to their existing network of agents



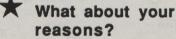
#### **To export proprietary** knowledge in a high national interest sector

In such industries as defence. it is simply next to impossible to export your Canadian production without being perceived as a "local" player



#### Opportunism

Some companies decided to set up in Europe after having been offered an attractive deal without having sought to widen their activities in Europe beforehand



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