

# 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

## ★ To find new markets for innovative products

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

## ★ 1992 effect

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

## ★ To oversee distribution of products

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

## ★ To exploit cross-marketing opportunities

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

## ★ 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

## ★ To escape constraints on growth in domestic market

Europe provides ready access to nearly 350 million customers

## ★ 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

## ★ What about your reasons?