

## The Action Plan

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*Market Access.* For computer hardware, software, and services, market access is not the major factor in determining success as it is for telecoms and datacoms. In the latter subsector, regulatory and standards issues play a much more determining role. The key to success is adequate preparation before attempting to enter the U.K. market, and much of this preparatory work will be common to all member states of the EU. The High Commission will update regularly its information on U.K./EU standards and regulations applicable to telecoms and datacoms. This would include details of local regulatory agencies and test houses, as well as consulting companies that can assist in the approval process.

*Market Intelligence and Information.* To meet the needs of this sector, the High Commission will improve and broaden its sources of market intelligence and information, and ensure that it is disseminated to appropriate Canadian companies in a timely fashion. There is an increasing range and depth of information, much provided free, on the Internet, and a list of some of the major sources used and/or recommended by the High Commission are listed on Foreign Affairs and International Trade Canada's Faxlink and IBB sites.

The High Commission will undertake small-scale surveys on behalf of exporters who provide good briefings on their company and its requirements. For detailed market information or intelligence in a specialized field, the High Commission will recommend suitable individuals or companies to exporters.

One source that should not be overlooked are other Canadian IT companies already active in the United Kingdom. There are very few cases where there is direct competition, and shared intelligence

and information can often be mutually beneficial. The High Commission plans to compile a database of Canadian IT companies active in the U.K. who are prepared to offer this service informally to other non-competing Canadian companies.

*Promotional Events.* In the IT sector, there are few major shows that compare in scope or size to Comdex or CeBIT (Germany). The event in which the High Commission participated in 1995 and 1996 was Voice Europe, with the emphasis on partnering and investment. The High Commission plans to repeat the participation in Voice Europe in October 1997. The High Commission sees continued potential in the computer telephony sector. Its primary partnership efforts will be directed at this sector, together with multimedia and Internet/Intranet technologies.

The High Commission has excellent in-house facilities for company launches and presentations. Many Canadian IT companies have successfully launched themselves into the U.K. market, using facilities at the High Commission. Enquiries about the use of these facilities are welcome from companies with local distribution in place.

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