

The LINK '92 PROJECT:

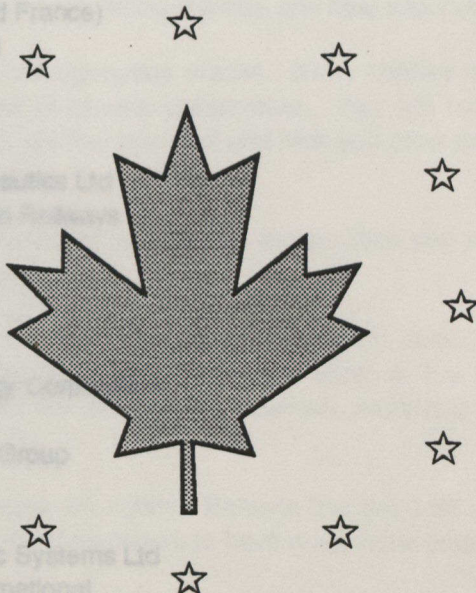
LINK 1992

Learning from Canadian experience in Europe

THE EXPERIENCE OF SUCCESSFUL CANADIAN COMPANIES IN EUROPE

This is not another international manual on the steps and the progress towards the Single European market. It is based on the experience of Canadian companies which have successfully established themselves in European markets. It is addressed to Canadian companies on the threshold of international expansion and offers them the opportunity to learn from the experience of those who have preceded them. The views expressed are those of the companies interviewed.

The following companies generously shared their experience and lessons learnt when setting up and doing business in Europe:

- Alcan
 - ANF (Ateliers Nord France)
 - Bank of Montreal
 - Bombardier
 - CAE Electronics
 - Canada
 - Canadian Commercial Corp.
 - Canadian Financial Resources
 - Canadian
 - Canada
 - CCL
 - Gem Tec
 - Ecom Technology Corp.
 - Labat
 - London Venture Group
 - Lufthansa
 - McCain
 - Metro Electronic Systems Ltd.
 - Mobile Data International
 - Moore Corporation
 - Newbridge Networks
 - Northern Telecom
 - Ogilvie M&A
 - Ogilvy
 - Royal Bank of Canada
 - Trench Electric
 - Vidéotron
 - Voortman
- 
- UK - FRANCE - GERMANY**

The Commercial sections of the Canadian Embassies in Paris and Bonn and the High Commission in London gave valuable assistance in the organisation of the interview programmes as well as in reviewing the manuscript.

QDM Ltd for the Canadian High Commission

July 1991