

promotion.

The fact that Geological Surveys of Canada (GSC) does not directly and effectively support Canadian industry abroad puts the private sector at a disadvantage. Foreign government agencies, on the other hand, provide direct assistance to their companies in form of joint private/public tenders on major projects, conduct training courses for foreign end-user operators and carry out personnel exchanges. The direct involvement of Canadian government agencies in export promotion is almost essential in developing countries where majority of projects are financed and supervised by international organizations, which tend to operate like bureaucracies and relate well to similarly structured bodies.

The entire sector needs to improve its commercial representation abroad including more staff at their sales offices, better service facilities and more training for their local agents.

### **EXPORT MARKETING STRATEGY:**

The Instrumentation Sector has a strong export orientation but much needs to be done to ensure it remains competitive in international markets and increases its market share. More firms need to become export ready and all need greater access to market intelligence and foreign markets need to be made more aware of Canadian capability. The industry's trade associations need to become stronger in representing and promoting their export interests.

#### **Market Intelligence**

It will be an important part of our strategy to develop more efficient and effective means to obtain and deliver information on business opportunities abroad and to define the requirements of the industry for market intelligence. For example, in view of declining business levels of the mining industry world-wide, we might assist the industry to determine if there is a market for alternate applications of existing skills such as geotechnology for construction industry applications (as done by several Japanese companies) or radioactivity detection in scrap metal prior to melting (successfully introduced by Exploranium Co. of Canada).

#### **Strengthening the Trade Associations**

CAMESE (Canadian Mining Equipment and Services for Export) is a trade association formed to encompass heavy mining equipment manufacturers, mining engineering consultants and geological/geophysical instrumentation manufacturers, as well as