

vocational and technical programs, university studies, corporate in-house training and educational goods and infrastructure.

#### **4.7.3 Solutions/Lessons Learned**

- One Canadian project in the region can often provide impetus for other Canadian companies and nowhere is this more true than in the IT industry
- Bids are competitive and economies of scale with a local partner are important in the selection process
- Embassy officials can play key roles in bringing Canadian companies possessing complementary expertise together. In the preceding case study, it was the Embassy that was able to orchestrate a joint venture that strengthened both projects and won Canada valuable exporting points.
- Even if you do not win the contract, often it is useful to continue to apply for other projects in that country in order to become better known

There is a clear demonstrable link between products and equipment, and training. A strong training component can make the difference and tip the balance in favour of an infrastructure bid and vice versa.