

Some Comparisons between Countries Studied

The Canadian companies interviewed in the four countries talked about similar themes. This allows some general comparisons to be drawn regarding business practices in the United Kingdom, France, Germany and the Netherlands.

	United Kingdom	France	Germany	Netherlands
Image of Canadian business	Neutral	Positive	Uncertain	Neutral
Protectionism	None	+ + +	+ +	+
Importance of looking local	+	+ +	+ + +	+
Importance of contracts	+	+	+ + +	+ +
Formality of relations	+	+ +	+ + +	+
Importance of corporate entertaining	+ +	+ + +	+	+ +
Staff mobility	+ + +	+ +	+	+ +
Availability of market data	+ + +	+ +	+	+ + +
General knowledge of English	+ + +	+	+ +	+ + +

+ unimportant, minimal

+ + important

+ + + very important, significant