

- d. Keep in memory the knowledge acquired for subsequent use and transmission to the data bank.

The projects for which experts in industrial techniques are sent to our posts will not be short-term ones, like visits of sales agents, but will have practical, technical, legal and commercial sequels (negotiations on the transfer of licences or conclusion of joint ventures and joint research agreements, adaptation and improvement of imported technologies) that cannot be started from scratch on each occasion and which will often require several months before they mature. That is why these posts must be given people with a high degree of general technical knowledge (experts from Canada would do the specialized work on the projects), equipped to ensure continuity in the co-operation between the Canadian networks and the post. What the post can contribute in a number of countries is the knowledge of the local sources of technology and an understanding of the language of the country. Hence it would be useful to add to our S&T and commercial sections an officer recruited locally who knows the scientific vocabulary well enough to serve as an interpreter in highly technical discussions and exchanges of documents.

B. Marketing

What the Canadian high-technology firms want to know in penetrating a foreign market are the following:

- a. the legal, regulatory and fiscal context, the industrial structures (the size of the local firms and what equipment they have), the style or attitudes of the local contacts and the quality of public-private sector relations in the industry;
- b. the attractiveness of their product or new process, its uniqueness and its chances on the local market;
- c. the level and nature of competition in the market in question.

The type of market study required in this very rapidly developing sector of high technology requires a high level of product knowledge, in other words a technical ability to judge a product's originality accurately (point b), distinguishing it clearly from products that might seem to be competitors but are actually in another related niche. High technology is in fact characterized by the large number of narrow, very specialized niches in the market.