

17. ONE FINAL QUESTION: WHAT DOES CANADIAN BUSINESS DO ABOUT IT?

- FIRST, BECOME AWARE OF IT. YOUR RESPECTIVE BUSINESS CONSULTATIVE BODIES SUCH AS YOUR SAGIT AND DAVID CULVER'S ITAC TASK FORCE ON EUROPE ARE CONTACTS ESTABLISHED FOR THESE PURPOSES:
- THEY ARE CLOSELY LINKED TO A WELL-STRUCTURED PROCESS OF SECTORAL ANALYSIS BEING CONDUCTED BY THE FEDERAL GOVERNMENT;
- ONCE YOU KNOW MORE ABOUT 1992 IN RELATION TO YOUR SECTOR, USE YOUR NETWORKS TO CLARIFY YOUR OWN VIEWS ON HOW YOUR OWN INTERESTS ARE INVOLVED: YOUR INDUSTRY ASSOCIATIONS; YOUR COUNTERPARTS IN THIRD COUNTRIES; EVENTUALLY, SPECIALIZED CONSULTANTS;
- HAVING DONE THAT, YOU CAN BEGIN TO FACE THE STRATEGIC QUESTIONS WHICH MANY AMERICAN AND JAPANESE FIRMS HAVE ALREADY BEEN ACTING UPON OVER THE LAST YEAR OR MORE:

DO YOU NEED A CORPORATE PRESENCE IN THE EC? DO YOU WANT TO TAP INTO THEIR R AND D FUNDING BY ESTABLISHING AN R AND D FACILITY IN THE EC?