partnership between the government agencies and private firms over the last 40 years. The Geological Survey of Canada (GSC), which is a branch of Energy, Mines and Resources, following the end of the war mapped 70% of Canada's land mass using aeromagnetic techniques. The GSC-developed technology was transferred to the newly formed companies and federal government agencies were instrumental in supporting the infant industry during 1950's and 60's. Geophysical projects funded by the federal government alone totalled $ 16.5 billion between 1974-1984. This constituted 25% of total geophysical expenditures in this country.

There are 15 universities in Canada offering courses in geology/geophysics. Canada has been the centre of excellence for training of geophysicists for a number of years. Substantial, world-class research was conducted for a couple of decades at the University of Toronto and at McGill. In recent years American and Dutch learning institutions have taken a dominant position in training of foreign students and the role of Canada as a pioneering country in theoretical and practical geosciences has diminished. Nevertheless, there exists in this country a large and highly competent resource pool with academic qualifications at the community college, undergraduate and graduate university levels.

A small number of the Canadian affiliates of multinational corporations have obtained a full product export mandate. In such instances the Canadian made products and systems get full back up from corporate marketing skills and the necessary financial support from the parent company. In other instances, the foreign multinationals designate their Canadian plants to be the prime contractors and corporate sourcing centres on major projects financed by CIDA or EDC. Typical orders of this nature would entail complete instrumentation packages for capital projects overseas.

SECTORAL MARKETING PROBLEMS:

A number of marketing problems arise from the structural weaknesses of the sector. The majority of the companies have sales under $ 5.0 million per annum, are controlled by the original founders, compete directly with other Canadian firms and tend to be rivalrous rather than cooperative in the world markets. Often they lack the financial and marketing skills necessary to compete internationally.

With the exception of the geological/geophysical sub-sector, there are no trade associations in place, which could play an essential supporting role on behalf of their members with appropriate government agencies directly engaged in export trade