

Accordingly the Embassy official gave the co-ordinates of the Project Team to EDUCTECH who then contacted them through the Embassy. They decided to bid on the IDB project together believing rightly that the presence of one large Canadian project can provide a strategic platform for others. This Team Canada approach to marketing abroad is largely successful in obtaining maximum benefit and visibility for Canadian exporters. In this case, the distinction between products and services becomes blurred in as much as both are required for the success of the projects and both are inextricably linked to the selection process.

EDUTECH lost its WB bid but was able to sub contract on some of the consulting work flowing from the two projects. In the end, the first successful project in the telecommunications field paved the way for more Canadian IT training contracts and the fact that Canada was helping to overhaul the state telecommunications network offered new opportunities for IT training on Canadian technology..

4.7.3 Issues and Answers

The multimedia interactive training market, estimated at \$60 billion in North America alone, represents a significant opportunity for Canadian firms wishing to export IT that have the potential to set the standard and become a leading developer and user of high technology training schools

Why IT training now? As many potential clients have fewer funds to spend on training, the cost reductions afforded by new media based training will prove to be particularly valuable. Shorter training periods significantly decrease the opportunity cost of training resulting from downtime, while the cost of sending key personnel on training for more than a few days or the travel cost of trainers, can virtually be eliminated by technology based training. Other benefits include instructional consistency, privacy, effectiveness, increased retention, motivation, access and interactivity.

The world market for education and training is growing. Canada's reputation for professional, high-quality IT services and reliance on lifelong learning offers Canadian companies the potential to become major players in the international market. Latin America represents an emerging market, and offers good opportunities such as English as a second language, French as a foreign language, curriculum development for