

Preface

This is not another theoretical report on the slow but steady progress toward the Single European Market. This is a practical document that draws lessons from the experience of Canadian companies that have successfully established themselves in European markets. It is addressed to Canadian companies on the threshold of international expansion and offers them the opportunity to learn from the experience of those who have preceded them. The views expressed are those of the companies interviewed.

The following companies generously shared their experience and lessons learned when setting up and doing business in Europe.

- Alcan
- ANF (Ateliers Nord France)
- Arlink
- Bank of Montreal
- Bata
- Bombardier
- Bomem
- CAE Electronics
- Canadair
- Canadian Astronautics
- Canadian National Railways
- Canspect
- Cascades
- CCL Industries
- Com Dev
- Eicon Technology Corporation
- Labatt
- Lawson Mardon Group
- Lumonics
- McCain
- Matrox Electronic Systems
- Mobile Data International
- Moore Corporation
- Newbridge Networks
- Noranda
- Northern Telecom
- Ogilvie Mills
- Ogivar
- Periphlex Products
- Romet
- Royal Bank of Canada
- Trench Electric
- Vidéotron
- Voortman Cookies

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