

## W. EUROPE (cont'd)

Denmark Small, but lucrative market for Canadian telecom.

Ireland Excellent market, attractive choice for Canadian firms when establishing 'European' operations to manufacture product.

Netherlands Excellent market, larger than most perceptions by Canadian firms. Exceptional jumping-off point for rest of Continent, and attracting more interest from Canadian firms.

Britain Excellent market for Canadian firms. More liberalized than Canada, with sufficient entrepreneurial activities to provide good opportunities for Canadian firms.

France Relatively small amount of Canadian success given size of market, but great potential if given appropriate export promotion.

**TIER B:** Greece Relatively small market compared to Tier A countries, with some difficulties in financing and infrastructure.

Switzerland Relatively small market potential given inclinations to look to either Germany or France for technology. Market is not liberalized, and standards issues are common. Quality more important than other considerations.

Belgium Small market, but some potential exists for EC leverage and NATO procurement opportunities. May represent a good starting point for small to medium-sized Canadian companies wishing to establish a foothold in Europe.

Portugal Opportunities should exist, primarily stemming from EC92 requirements and the need for a massive upgrading of the network. Portugal will have to be bootstrapped by EC partners which will almost certainly predicate major purchase going to an EC firm. Still, niche players from Canada may do well. Financing will be a relevant factor in all major purchasing decisions.

Spain Substantial market, but indigenous Spanish technology capabilities are often under-rated by foreign firms attempting to penetrate market. Canadian companies are often surprised in other parts of the world to find themselves competing with, and often beaten by, Spanish telecom suppliers. That said, there are still good market sub-sectors such as data, packet switching, and broadband networks etc. suitable for Canadian niche players.