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industry means that there is a good "pool" of quality companies which can provide excellent partners for Canadian companies wishing to service the Dutch and/or other markets. On the other hand, the market is already well supplied with equipment/technology and services: only overseas suppliers of innovative technology should expect to find good market opportunities.

Solid waste treatment, recycling and manure treatment are areas of concern for the coming years and could represent interesting areas of opportunity for Canadian suppliers of relevant equipment or expertise.

Electronics: The Netherlands has some 425 firms in the electrical/electronics industry, including the major player Philips, as well as subsidiaries of well-known multinational manufacturers such as Siemens, AEG, Texas Instruments, Foxboro. The industry focuses more on finished electronics products and sub-assemblies than on components.

In view of recent cut-backs in Philips manufacturing activity and to a smaller extent cut-backs by others, it is questionable whether great market opportunities exist for components within the short term.

On the other hand, the Netherlands' stronger base in manufacturing telecom equipment, high-value electro-medical equipment, some office equipment and military electronics may create opportunities for specialized components manufacturers.

Machinery-Equipment: Canadian exports to the Netherlands of machinery, equipment and components for secondary industries are fairly minimal.

There should be opportunities for suppliers of special purpose machinery, tools and hardware not generally available from other traditional sources such as printing and related equipment, packaging machinery, industrial pumps, high precision, and industrial cleaning equipment.

Automotive Parts: Continued efforts by Canadian manufacturers of automotive parts and components may eventually result in some sales, although the apparent market is limited to one automaker (Volvo) and one truck manufacturer (DAF). There are, however, a large number of importers of aftermarket equipment, parts and systems.

Oil Exploration: Land-based oil exploration and production in the Netherlands is minor, but spot

PRIT and other pan-European technology programs. Biotechnology is an area where active cooperation is being pursued through a pilot project.

Advanced industrial materials and the environment appear to be the most suitable areas for further cooperation. As well, there are possibilities for joint projects in telecommunications, language and image processing, new production systems, transportation and logistics systems.

EAITC-Led Missions

EAITC is planning to organize two trade missions with the Netherlands. In June, Dutch lumber and DIY buyers are to visit B.C., Quebec, Ontario and the Atlantic Provinces. In November, a Canadian environmental mission — waste processing equipment and

solid waste recycling—is slated to travel to **Ecotech '91** in Utrecht, the Netherlands and also to Vienna.

For details on these missions, contact Patrice Veilleux at EAITC (see contact list on next page).

Doing Business in the Netherlands

The Dutch are organized; equally, they like others to be organized.

Canadians have the advantage of enjoying a special image that goes back to the Second World War and the massive Dutch emigration to Canada thereafter. This special bilateral relationship and the wide-spread use of English as a second language generally helps to make the Canadian business visitor quickly feel at home.

Canadian exporters in the Dutch market will find that they are taken seriously if they present their products well and communicate with a minimum of turnaround.

It should be remembered that because the Netherlands is an

Marketplace '91

Canadian high-tech companies interested in reaffirming their presence in the Benelux (Belgium, Netherlands and Luxembourg) can participate in an External Affairs and International Trade Canada (EAITC)-organized event in the Netherlands.

Canada/Benelux Marketplace '91, to be held in Amsterdam April 24-25, will give 40 participating Canadian companies a chance to talk one-on-one with prospective Dutch and other European partners during EAITC pre-arranged appointments.

For more information on Marketplace '91—similar events held in the U.K. in 1989 and 1990 were highly successful—contact David Shearer, Information Technologies and Electronics Division (TDE), EAITC. Tel.: (613) 996-1635. Fax: (613) 996-9265.

sales of components and systems should be possible. In contrast, the Dutch offshore industry is highly developed in terms of construction and services. Any Canadian firm supplying to the offshore industry should consider the Netherlands as a potential outlet.

Technology Cooperation: Dutch capability in high-tech industries, which are usually well-integrated with the 300 plus firms as well as universities and institutes which undertake research and development, make the Netherlands an important partner for joint technology cooperation as well as a source of technology.

The Netherlands also maintains a strong role in EUREKA, ES-

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