

ELEMENTS OF AN EXPORT MARKETING STRATEGY

Market Intelligence: Industry generally agrees that foreign market intelligence is one of the most valuable services that EATC can provide. Recent reports from the United States and other countries have provided excellent examples of the economic and technological changes that have taken place in the general industrial sector needs attention on a global scale. Business, Engineering Design, etc. need to know the state of a market and a company's position in that market. A state-of-the-art market intelligence database can be a valuable tool in the competitive environment. The size of most software companies worldwide limits the resources available for global marketing. This creates a need for strategic partnering for companies with a global marketing profile. Qualified partners in the USA and other markets will be of great assistance to the Canadian software sector. Specific activities should be restricted to the USA and other markets. Recent reports from the United States and other countries have provided excellent examples of the economic and technological changes that have taken place in the general industrial sector needs attention on a global scale. Business, Engineering Design, etc. need to know the state of a market and a company's position in that market. A state-of-the-art market intelligence database can be a valuable tool in the competitive environment.

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