

WHY DID THEY CROSS THE ATLANTIC?

Each company had its own set of reasons to go overseas. The most important influencers were:

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★ Dissatisfaction with agents

This was particularly the case for high tech companies whose products had to be sold by people with technical expertise

★ To find new markets for innovative products

Selling innovations in Europe can help amortise the sunk costs of R&D

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Some companies believed in the possibility of a 'Fortress Canada' where products would be sold only to Canadian customers

Some felt the need for providing a technical and marketing assistance to their existing network of agents

★ To avoid potential pitfalls in marketing opportunities

★ To export proprietary knowledge in a high national interest sector

Some companies whose products perfectly complement your range

In such industries as defence, it is impossible to export your Canadian production without being perceived as a 'local' player

★ To escape constraints on growth in domestic market

Europe provides ready access to nearly 350 million customers

★ Opportunism

Some companies decided to set up in Europe after having been offered an attractive deal without having sought to widen their activities in Europe beforehand

★ What about your reasons?