

9.5 Barriers and Obstacles Encountered

Among the barriers that Microtronix Datacom encountered is the time it takes to receive regulatory approvals for its products in each of the target markets, since such approvals must still proceed on a country-by-country basis. Microtronix Datacom has been working for about one year to receive regulatory approvals for its data communications in the UK, which, along with the Federal Republic of Germany, has one of the most technically demanding standards in Europe.

9.6 European Presence

Microtronix Datacom has no permanent European presence at this time.

9.7 Some Observations

According to Karen Auzins, Marketing Director for both Microtronix Systems Ltd. and Microtronix Datacom Ltd., one of the most important factors in choosing a distributor is to find one that thinks the same way you do. In addition, it is necessary to make sure that the distributor has the right connections and is technically competent to install and support the products.

9.8 Conclusions

Microtronix Datacom Ltd. is still relatively recent in its efforts at developing markets for its products in Europe, and the company has had some degree of success. It is still too early to come to any definitive conclusions, but the company's approach and efforts in developing this highly competitive market may be of some value to Canadian companies of similar size that are contemplating entering Europe for the first time.