Most German executives have a good working knowledge of English.
English has been taught as a second language systematically since the end of World War II and the younger generation is very influenced by American culture. However, a good working knowledge of English on the part of your German staff will not preclude misunderstandings related to language differences.

SOME COMPARISONS BETWEEN COUNTRIES STUDIED

Proximity to Eastern Europe.
Germany is seen by many Canadian companies there as the best place for a company wishing to take advantage of the opening up of Eastern Europe while being inside the EC.

Some of the themes evolved by Canadian companies interviewed in the three countries were similar. This shows some general comparisons to be drawn regarding business practices in the UK, France and Germany.

	UK	FRANCE	GERMANY
Image of Canadian Business	Neutral	Positive	Uncertain
Protectionism	None	✧ ✧ ✧	✧ ✧
Importance of looking local	✧	✧ ✧	✧ ✧ ✧
Importance of contacts	✧	✧	✧ ✧ ✧
Formality of relations	✧	✧ ✧	✧ ✧ ✧
Importance of corporate entertaining	✧ ✧	✧ ✧ ✧	✧
Staff mobility	✧ ✧ ✧	✧ ✧	✧
Availability of market data	✧ ✧ ✧	✧ ✧	✧
General knowledge of English	✧ ✧ ✧	✧	✧ ✧

✧, ✧✧, ✧✧✧ indicate relative importance.