

interest of Canadian businessmen in investigating commercial opportunities there first hand.

### **South East Asia**

The entire Canadian sector has secured a measurable share of the Southeast Asia markets. The market penetration by the geological/geophysical companies was quite high a few years ago but has declined somewhat since.

### **Eastern Europe (Poland, Czechoslovakia, Hungary)**

These three countries are an important medium to long term market. Excellent business opportunities are likely to materialise in a couple of years in environmental monitoring, controls and industrial automation. Short term business prospects will be limited to projects funded by Western European and North American sources. Several such projects were identified during recent promotional projects to the area.

### **TIER C:**

#### **Africa**

Airborne Surveying companies (Kenting, Geoterrex, GPR) have been flying in the last few years over Zambia, Zimbabwe, Zaire and Ghana locating deposits of copper, cobalt and chrome. The projects were funded by CIDA. There were no significant instrumentation sales in the area.

### **CANADIAN COMPETITIVE STRENGTHS:**

About 120 companies traditionally export more than half of their output. These companies have been successful in export markets within narrow product and technology niches by virtue of relatively smaller size, low overheads, shorter delivery lead times and flexibility in responding to specific customer needs. The majority of these firms come from the predominantly Canadian-owned sub-sectors, namely the geological/ geophysical, environmental, oceanographic instrumentation and photonics (opto-electronics). In addition, several Canadian-owned firms in the industrial process control field have become significant exporters to almost all major markets of the world. This is especially true of SCADA systems used by primary industries and of Network Management Systems employed by telecommunications operating companies.

The Geological/Geophysical sub-sector is one of the truly competitive advanced technology industries in Canada. To a large extent this favourable position was achieved through a successful