



TRENCH ELECTRIC

TRENCH ELECTRIC (cont.)

Look as local as possible

Keep communication lines simple. A few people link up between the German sales office and the Canadian manufacturing facilities. You don't need everybody to speak to

The Canadian operations

The manufacturing facilities are in Canada and Germany. The manufacturing facilities are in Canada and Germany. The manufacturing facilities are in Canada and Germany. The manufacturing facilities are in Canada and Germany.

Its German activities

The market for this particular technology is mostly in Europe. The North American power distribution sector works with a different technology. Historical market leaders such as GE and Westinghouse are withdrawing from this business while more recently European major companies are starting to serve the North American market out of branch offices in the US and Canada.

Trench first appointed an agent in Germany 21 years ago. However it became quickly apparent that the agent was not giving full attention to Trench Electric's products.

Lessons to be drawn

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CA1 EA933 91L32 ENG  
Link 1992 : the experience of successful Canadian companies in Europe : UK - France - Germany 62818558

ary to cover Europe as a good international maintenance activities.

European competitor and all other competitors highly specialised

ion expensive. In the company. The feedback from the licensing the other has been to take five offices to spend a er. The latter solution cheaper with a cost of