2.0 PURPOSE OF THE REPORT

The overall purpose of the study was to examine the trends in the implementation of international capital projects in light of the changing world environment and to identif a set of critical strategic marketing issues which must be addressed by Canadian firms and by the government, to effectively capture a fair share of projects that fit Canada's capabilities.

Specific objectives of the work include:

- A review of the international trends in project implementation such as design-build turnkey, BOOT and BOO in selected international market segments;
- An examination of the arrangements made by key international competitors particularly those in the UK, France and the Netherlands (included in this examination was the contrasting of alliances of these competitors relative to those Canadian suppliers);
- Preparation of five case studies illustrating the realities of the marketplace includin alliances and the legal aspects of structuring a team;
- An examination of possible sources of financing for international capital projects and trends in the financing of these projects (giving consideration to innovative financing and the likely impact of EDC's pending mandate); and,
- Identify the main implications for strategy (for Canadian industry and government) resulting from the new realities in the international capital projects marketplace.

Part of the purpose of the report was to provide a document which industry associatio could use to create awareness (among their members) of the realities and challenges associated with participation in international capital projects. In addition, a brief "procedural guide/checklist" highlighting the key questions a firm should ask itself prior to pursuing these kinds of projects was to be prepared (see Appendix D). This was also to be made available in slide format for presentations.