

## Identify the Business Opportunity

### Be Aggressive. Move Quickly.

Participants agreed that Canadian CEOs must adopt a proactive, aggressive approach in seeking out new opportunities. Moving quickly is essential.

*50% of our global sales are for products that did not exist two years ago. Unlike highway driving, in this business slowness kills. You have got to move fast.*

*We can't make the case for transferring existing mandates to our subsidiary in Canada from somewhere else. We have to identify a new opportunity, a unique technology in order to not only stay in the game, but win the race.*

*Dan Branda  
President & CEO  
Hewlett-Packard (Canada) Ltd.*

*We saw the need and invested \$35 million into our frozen french fry plant in Manitoba. Today, we are the premier supplier of McDonald's in Canada and, as a result of our excellent quality and cost competitiveness, now supply several other key U.S.A. markets as well.*

*Frank Cella  
Chairman & CEO  
Nestlé Canada Inc.*

*In 1989, we sought and got the mandate that the Canadian head office would lead a North American team on deciding on the corporate response to the FTA. Our standard of complete objectivity and openness was the underpinning of its success.*

*Geordie Beal  
Vice-President  
Strategy, Development & Total Quality  
Kraft Canada Inc.*

*You have to come with a business plan which demonstrates that you can do better. The restructuring and turmoil going on within North America and globally represents opportunities for Canadian managers to get mandates for Canada.*

*Richard Peabody  
President, Director General  
Harris Farinon Canada*