

A number of strategies were discussed for how best to meet this challenge. Exporters reached a general consensus that they need structured and dynamic marketing plans, including the formation of alliances with European partners whether by buying or merging, the improvement of effectiveness, investment in research and technology and the exchange of technical expertise.

Both Mr. Crosbie and Mr. Ciaccia believe that it is essential to provide up-to-date information to the business community. The Montréal Conference on Europe 1992, and similar ones across Canada, will serve as the tools business needs to take advantage of the opportunities and challenges presented by Europe 1992.