

In the case of urban transportation equipment production, it will be important to promote close cooperation between Canadian equipment manufacturers and systems operators in order to "show case" Canadian equipment operating in a revenue producing mode. A more integrated approach between consultants, government and industry in international marketing efforts, may also be a determining factor in meeting stiff international competition for this capital equipment. In addition, Canadian consultants could be encouraged to seek to ensure that the availability of Canadian systems is examined during their development of specifications for offshore projects. Timely and competitive export financing will clearly be an increasingly important factor influencing the success of Canadian urban transportation equipment in maintaining a strong export performance during the 1980s. In all cases, however, it will be important to address each major project on its own merit and evaluate specific marketing programs in terms of Canadian industry's needs.