

SOME COMPARISONS BETWEEN COUNTRIES STUDIED

5. Some of the themes evoked by Canadian companies interviewed in the three countries were similar. This allows some general comparisons to be drawn regarding business practices in the UK, France and Germany.

	UK	FRANCE	GERMANY
Image of Canadian Business	Neutral	Positive	Uncertain
Protectionism	Nbre	+++	++
Importance of looking local	+	++	+++
Importance of contracts	+	+	+++
Formality of relations	+	++	+++
Importance of corporate entertaining	++	+++	+
Staff mobility	+++	++	+
Availability of market data	+++	++	+
General knowledge of English	+++	+	++

+, ++, +++ indicate relative importance.