

4.3. Preliminary Indepth Personal Interviews

Preliminary interviews were held with a select group of twelve companies in Vancouver and a further ten companies in the Ottawa area in the spring of 1987. These were conducted in person and structured around the use of a detailed discussion guide which addressed the following:

- 1) company background;
- 2) area of company activities;
- 3) R&D activities;
- 4) future plans and developments;
- 5) additional information;
- 6) experience in international ventures;
- 7) cooperative ventures.

The activity served several purposes:

- 1) to provide initial input to the core database;
- 2) to define relevant questions for the wider industry survey;
- 3) to identify companies for inclusion into the main survey database.

The results of the initial personal interviews indicated a very strong interest in pre-competitive R&D and the possibilities for collaborative efforts. Interest was greatest for contacts with the Japanese companies but several firms had already established linkages with European companies. These contacts were usually for product development or to facilitate technology transfer. At the same time the preliminary surveys supported the feasibility of discussing pre-competitive R&D activities and collaborative ventures with Canadian firms in a broader context.