

### 4.3 FUTURE TRENDS - POSSIBLE SCENARIOS

#### RESULTS OF THE SURVEY

- As a result of a survey we conducted in Alberta to see the perspectives of Canadian firms towards Europe, 70% of the companies were aware of Europe 1992. However, it appears that the Canadian firms do not see this change in Europe as a significant opportunity to start doing business in the Community.

On all the companies that were not already exporting in the Community, none thought that Europe 1992 was a good opportunity for them to start doing business in the Community.

However, 30% of the companies surveyed thought that through a joint venture with a European Company, they would increase their chances to "open a market" or "have more visibility" in third countries such as Eastern Europe: Russia, East Germany and other countries such as: China, Indonesia.

- From the questionnaire, we have been able to identify two market segments where Canadian firms have a technological advantage on the European firms. These segments are:
  - Engineering and pipeline system design.
  - Equipments for drilling in difficult environments.
  - Quality control equipments.
  - Environmental control.
  - Energy conservation devices.
  - Acid oil technology.
- All the companies that are not aware of Europe 1992 are not exporting to Europe right now. The principal reason why they are not looking at the European market is the export capacity. Some of