

TRENCH ELECTRIC (cont'd)

Keep communication lines simple.

A few people link up between the German sales office and the Canadian manufacturing facilities. You don't need everybody to speak to everybody.

Ignorance of European product requirements.

The image of Canadian and North American electrical power products is generally low in continental Europe. The ignorance of European product requirements which can differ markedly from established North American standards has contributed greatly to this situation. It is therefore vital to appear as local as possible. All the staff dealing with Germany are German. Similarly, every country market is dealt with through a national.