

Use the Government as Part of the Sell

Governments Can Help

Both federal and provincial governments can assist in the preparation of proposals by providing information regarding government programs and possible assistance for presentations to headquarters.

We had three provincial ministers meet with key people at headquarters on behalf of our Canadian subsidiary and it is due to their efforts that we procured two out of the three mandates we had been pursuing.

We point to our big government customers -- we have to serve them from Canada.

*Peter Janson
Executive Vice-President,
Industrial and Building Systems
ABB Inc.*

Ericsson had a number of ministers go to headquarters in Sweden for PR reasons to meet with people at all levels of the company. These visits greatly contributed to our efforts. The willingness of the Canadian governments to help must be acknowledged and taken advantage of by Canadian CEOs of foreign multinationals whose overseas headquarters do not always fully understand our business environment and political system.

*Howard Silverman
President & CEO
CAI Corporate Affairs International*

Sure we had governments intervening for us and contacting people at headquarters when we were trying to procure a mandate. The local Canadian CEO needs to be completely involved in the orchestration of the governments calling upon the parent corporation.

*Jerry Shattner
President
Hitachi Data Systems*

With the Canadian R&D tax incentives, we estimate that we can get three engineers for the price of two in U.S. high tech areas.

*Richard Peabody
President, Director General
Harris Farinon Canada*