

TABLE OF CONTENTS

1.	INTRODUCTION	6
1.1	Study Objective and Methodology	6
1.2	Trends in the European Telecommunications Market	6
2.	OVERVIEW OF THE EXPERIENCES OF CANADIAN SUPPLIERS	8
2.1	European Sales	8
2.2	Entry Strategy	9
2.3	Sales Vehicles	10
2.4	Choosing Agents and Distributors	10
2.5	Sources of Information and Assistance	11
2.6	Obstacles Encountered	11
2.7	European Presence	12
2.8	Case Histories	13
3.	CONSULTRONICS LIMITED	14
4.	EICON TECHNOLOGY CORPORATION	16
5.	GENNUM CORPORATION	18
6.	GANDALF TECHNOLOGIES INC.	21
7.	NEWBRIDGE NETWORKS CORPORATION	24
8.	NEXUS ENGINEERING CORP.	27
9.	MICROTRONIX DATACOM LTD.	29
10.	GLENAYRE ELECTRONICS LTD.	31
11.	POSITRON INDUSTRIES INC.	33
12.	CONCLUSIONS	34

LIST OF EXHIBITS

Exhibit 2-1	European Sales for Companies Surveyed	8
Exhibit 2-2	Initial Sales in Europe	9
Exhibit 2-3	Sales Vehicles Used	10
Exhibit 2-4	European Presence	12