

SHARING TRADE SECRETS

Have a success story to tell? Send it and CanadExport will be pleased to publish. Please remember that what we need to know is how you succeeded in a specific market(s). The objective of this new feature is to share trade and export hints among Canadian exporters.

Indal Technologies Inc. (ITI) produces a variety of high-technology handling systems used primarily aboard naval ships and submarines. ITI currently exports 95 per cent of its \$35-\$40-million in annual sales, to 22 countries.

Vince Lacey, President and CEO, attributes ITI's tremendous export success, in what amounts to a 'shrinking' industry, to two factors.

The first is ITI's extensive efforts to develop a genuine understanding of international markets and the best ways to deal with each of them, on an individual basis.

The second, is the company's demonstrated ability to deliver effective and affordable solutions to customers, in spite of the thousands of miles which often separate them.

"We made it our business to understand precisely how we must relate to each foreign customer's distinct needs, throughout all stages of a project; how to approach them, how to contract with them and, basically, how to make them feel comfortable in dealing with us over long distances."

Lacey maintains that to succeed in that market, one must have a competitive edge and, in ITI's case, that edge is market knowledge..

"Market intelligence is an extremely important element of success in our industry," says Lacey. "We make it our business to know what projects are happening around the world, and how they will evolve. Often, we will assist a customer in evaluating what is required for their program, at no cost to them.

In addition to having established a network of sales agents around the world, ITI also participates in many forms of teaming arrangements with shipyards, OEMs and other relevant companies, in order to increase its chances of being asked to bid on jobs, and to provide solid, in-country support.

However, he maintains that the real key to international success in the '90s still lies in becoming 'culturally compliant.' "There's still lots of truth to that old maxim, 'when in Rome, do as the Romans,'" quips Lacey.

Governments Take Team Approach to Global Markets

Duplication will be cut, information will be shared, and efficiency in trade and investment marketing will be increased, thanks to the signing recently of a memorandum of understanding (MOU) between Ontario and the federal government.

What's more, the MOU, which it is hoped can be similarly arranged with other provincial governments, will improve co-ordination of international business development activities between the two parties.

The signing of the MOU was announced jointly by International Trade Minister Roy MacLaren, Industry Minister John Manley, and Ontario Economic Development and Trade Minister Frances Lankin.

"We want to ensure greater co-operation and collaboration between the two levels of government in the delivery of international business activity," said MacLaren. "This is a perfect example of what we can achieve when we put our minds to building a Team Canada approach to global markets."

For further information and copies of the MOU, contact Media Relations Office, Department of Foreign Affairs and International Trade, Ottawa. Tel.: (613) 995-1874.

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