

Canadian companies in the European market will have to think in terms of establishing a presence in Europe and of increasing their European identity if they are to continue to be successful. Two thirds of the companies surveyed have some sort of permanent presence in Europe, such as sales offices, sales support offices and/or a manufacturing plant. All six of these companies established their initial European facilities in the UK.

The consensus of opinion of the nine officials that were interviewed for this study is that Europe will continue to be one of the world's most important

telecommunications equipment markets and will present significant business opportunities for Canadian firms. The interviewees for this study, in most cases the presidents or the people responsible for international marketing in the companies selected, provided valuable information and insights that will no doubt be of great value in helping potential new exporters of telecommunications equipment to Europe to develop their market entry strategies and to implement their initial marketing efforts. All indicated their willingness to share their knowledge and experiences with other Canadian companies.