

MATROX ELECTRONIC SYSTEMS LTD

How to Minimise your Investment

The Canadian operations

Founded in 1976 by 2 engineers, Dorval-based Matrox Electronic Systems Ltd designs and manufactures board-level video subsystems for the microcomputer market (graphics, video, imaging and financial information).

Its overseas activities

Matrox UK, wholly-owned subsidiary, started to operate in October 1988, primarily to boost the sales which for the 7-8 previous years, had been handled by an agent with disappointing results. A more general objective was also to develop a structure giving the management more control over their international activities. The UK office is therefore perceived as a prototype potentially exportable elsewhere in Europe and Asia.

Lessons to be drawn

Matrox UK exemplifies the possibility of expanding outside Canada without having to commit much money or much senior management time:

- Attracted by the excellent reputation of the company and the products, present UK sales manager approached Matrox Canada on his own initiative.
- Because they do not deal directly with the end user, the company did not need to invest money in adapting their publicity to the UK market, and uses the same publicity used in North America.
- The involvement of Canadian management is limited to overall financial controls.