

EXPORT MARKETING STRATEGY:

1. FEWER TRADE SHOWS, BUT ON A LARGER SCALE

We must make more effective use of scarce trade development resources by participating (in a major fashion) in only those shows that can demonstrate the power to pull in decision makers from several countries in the region, and by taking more companies than the current norm. In other words, we do fewer events but we do them better. In this same vein, there are indications that solo Canadian shows and Marketplace type events provide a higher return on investment than general trade shows. As there is little possibility of increased funding for trade development, we must begin to concentrate on new approaches which give a better yield for the investment.

2. INDUSTRY-ORIENTED MARKET STUDIES

Many Posts have commissioned in-country market studies of telecommunications in recent years. The primary audience for these studies has been government, particularly trade policy and trade development staff. The typical study is replete with government policy directions, economic statistics, political assessments, etc., and is of relatively little value to the typical marketing director in a small to medium-sized company. We shall prepare standardized, concise studies which reflect actual market intelligence, information on hand, and concrete examples of current opportunities for distribution to companies considering entering a foreign market. Such studies will allow the company to compare one market to another within a region, and to compare markets in different regions, before undertaking the expense of marketing.

3. INDUSTRY-WIDE CONSULTATIONS

One of the critical aspects of trade development is the necessity to reflect both the capabilities and interests of the sector. This is difficult for the telecom sector, as no specific industry association exists which is clearly constituted to represent the sector. In order to acquire the information necessary to formulate a focused trade development plan for the sector, we will undertake a series of meetings with industry to solicit their views on the effectiveness of our current trade development program(s). A discussion of the various options available to us, working within the fiscal and personnel restraints currently in place, will assist in identifying any feasible changes in our current program.

4. PROMOTE INCOMING BUYERS

Intercomm '93, and smaller domestic shows such as that sponsored each year by the Canadian Business Telecommunications Association (CBTA) offer the opportunity to bring foreign buyers into Canada and expose them directly to Canadian suppliers. Both the existing Departmental budgets and CIDA's programs in developing countries offer the possibility of funding such activities. This was done extensively for Intercomm '90 in Vancouver, and was a resounding success in the view of companies which