The LINK '92 PROJECT:

Learning from Canadian experience in Europe

This is not another theoretical report on the slow but steady progress towards the Single European market. This is a practical document which draws lessons from the experience of Canadian companies which have successfully established themselves in European markets. It is addressed to Canadian companies on the threshold of international expansion and offers them the opportunity to learn from the experience of those who have preceded them. The views expressed are those of the companies interviewed.

The following companies generously shared their experience and lessons learnt when setting up and doing business in Europe:

- Alcan
- ANF (Atelier Nord France)
- Bank of Montreal
- Bombardier
- CAE Electronics
- Canadair
- Canadian Astronautics Ltd
- Canadian National Railways
- Canpact
- Cascades
- CCL Industries
- Com Dev
- Elcon Technology Corporation
- Labatt
- Lawson Mardon Group
- Lumonics
- McCain
- Matrox Electronic Systems Ltd
- Mobile Data International
- Moore Corporation
- Newbridge Networks
- Northern Telecom
- Ogilvie Mills
- Ogivar
- Royal Bank of Canada
- Trenton Electric
- Videotron
- Voortman Cookies

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