

The Nordic mills, for example, have developed high-quality and service offerings that result in low price sensitivity and strong customer loyalty. In contrast, the average Canadian supplier of Nordic species has weak client links and has price-sensitive products.

Before making a commitment to Europe, however, exporters must determine the feasibility of serving the European market by:

- *Assessing required production and marketing changes.* Mills that want to serve the European market must adapt their cutting, kilning, grading and marketing methods. This will be easier for some than for others.
- *Assessing the potential payoff.* Adding value does not always mean adding profit. Therefore, each company must assess the potential benefits from making Europe a significant part of their business.
- *Selecting the right partner.* After deciding to enter the European market, the exporter must then devote the necessary resources to the market and choose the right partners. Business is getting too complex to try marketing from Canada. The value-added exporter needs somebody working on the ground in each market.

A number of recommendations are made for action by individual companies, and for joint action by industry and government. The keys to success, however, are commitment and quality.