

5. SUCCEEDING IN THE WESTERN EUROPEAN MARKET

The previous sections have demonstrated that there is a large EP market developing in Western Europe. Some Canadian companies have been successful in exporting to the market, despite significant obstacles. In this final section of the report, we present some case studies of successes. Based on these successes and comments from Canadian Trade Commissioners in three Western European countries, we draw general conclusions about the appropriate approaches to tackling this market.

Six Success Stories

The Cases

The following success stories, drawn from across the country, illustrate various approaches which companies have taken to succeed in the Western European market. These cases show that there are opportunities for companies with a technological edge and the determination to tackle the market.