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Canada Takes Telecom Expertise to World Markets

The telecommunications industry is going through revolutionary changes. Throughout the world, deregulation, "corporatization" and even privatization of public utilities are all opening new areas of telecom services to competition from home and abroad. These changes mean opportunities – competition in which Canadian companies can win!

Over the past few decades, Canadian telecommunications equipment companies have earned an impressive share of the world market. With the changes we are seeing, Canadian companies with operating experience can now rightly take their place as world-leading exporters of service and expertise.

To compete in this rapidly changing environment, information and contacts are essential. This special issue of *CanadExport* has been designed to provide you with some of the information. The Department of Communications in collaboration with External Affairs and International Trade Canada have established relationships with telecommunications ministries and companies throughout the world. They stand ready to help where they can.

Perrin Beatty
 Minister of Communications

Help for Canadian Communications Firms

Economic growth requires good telecommunications facilities. Developed countries are enhancing their competitive positions through modernizing and by lowering the costs of telecom services, particularly long-distance voice and data, as well as extending, improving, and digitalizing mobile services. For developing countries, the extension of quality digital voice and data communications throughout their territory is crucial to their ability to develop industry. Taken together, we see a large and rapidly expanding market for telecommunications products and services throughout the world.

But the market is sophisticated. Products must be competitive in price and performance. Domestic markets such as Canada's can no longer, by themselves, support the extensive

product development costs now required. Companies must sell internationally.

The Government of Canada offers a number of services and programs to Canadian communications firms to help identify, develop and pursue export opportunities. The Department of Communications (DOC) has established close links with its counterpart ministries in other countries. Often these organizations are the customers of the Canadian companies or play an influential role in procurement decisions. In many cases, these organizations rely on DOC's advice. Canadian firms can also take advantage of the department's technical expertise in areas such as standards, policy and knowledge of international regulatory requirements to position themselves in a specific market.

DOC promotes Canadian technology and companies around the world in the following ways:

- organizing technical seminars abroad;
- bringing foreign telecommunications executives to Canada for training;
- organizing technical visits;
- making use of official co-operative arrangements such as bilateral memorandums of understanding, joint economic commissions, science and technology agreements, and policy consultations with counterpart ministries to advance Canadian commercial interests;
- arranging technical assistance in support of major strategic projects; providing market intelligence, gathered from all sources, relating to new opportunities and competition; and
- promoting international R&D collaboration between Canadian and foreign government laboratories, research institutions and private-sector companies.

DOC's activities could not be performed without active involvement of the Trade Commissioner Service of External Affairs and International Trade Canada (EAITC). The trade commissioners posted abroad are invaluable as contact people and sources of market information. In addition, DOC works with EAITC's geographic desk officers and the Advanced Technologies Division by providing technical support to telecommunications-oriented missions and trade shows.

DOC's interests cover a wide range of communications technology and service, including telecommunications network equipment, satellite

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