

Welcome Staff From Parent

Most CEOs saw value in having expatriates from the parent company work in Canadian operations. Upon returning to head office, expatriates often become the best ambassadors and biggest promoters of the Canadian subsidiary. Having allies at the parent corporation can work in favour of the Canadian firm.

It is extremely important not to close the door on the expatriates heading subsidiaries of multinationals in Canada. Our former president is now at our head office in charge of worldwide operations and is a big promoter of Canada. Our world mandate for one of the company's most important products was brought into Canada due, in large part, to him.

Andrew Quinn
Vice-President Operations
Merck Frosst Canada Inc.

Getting people from headquarters into your Canadian operations is important. You want to get them working for you.

We have seen a good number of Swedish engineers who have come to work in Montreal for a few years and then returned to our head office in Sweden. These people have become the best possible ambassadors for the Canadian subsidiary at head office.

Lionel Hurtubise
Chairman
Ericsson Communications Inc.

View Other Subsidiaries as Competitors

As the following testimonials illustrate, CEOs who have been successful in attracting and retaining mandates see themselves in continuous competition within their corporate family. They not only compete with other companies, they compete within the corporate family.

We had to invent products here that didn't exist elsewhere to get the parent to invest here -- i.e., we had to bring innovation and entrepreneurial vision. We didn't want to have a mandate transferred to us -- that would have made us a screwdriver plant -- we wanted to create our own.

Jeremy Beaty
Vice-President, External Relations
Hewlett-Packard (Canada) Ltd.