

4.	STRATEGIES	33
4.1	European Strategies	33
a)	Cross-Border Acquisitions	33
b)	Participation Agreements	35
c)	Bank-Insurance Company Alliances	35
4.2	Canadian Strategies	38
a)	Product-Driven Strategies	38
b)	Investment Products for Individuals	39
c)	Europe's Financial Centre?	40
5.	OPPORTUNITIES AND RISKS	41

List of Tables

1.	The EC, U.S. and Japan: A Statistical Comparison, 1988	10
2.	Canadian Bank Assets, 1978-88	14
3.	Rate of Return on Average Assets, 1978-88	14
4.	Canadian Banking Institutions: Locations and Forms of Operations in Europe, 1988	16
5.	Canadian Investment Dealers: Locations and Forms of Operations in Europe, 1988	17
6.	Major Canadian Life Insurance Companies: Locations and Forms of Operations in Europe, 1988	18
7.	World Banking Markets, 1986	19
8.	European Financial Services Statistics, 1987	20
9.	European Banking Market Saturation	22
10.	Foreign Bank Participation in Major EC Markets, 1987	22
11.	Insurance Premiums in Europe, 1986	23
12.	Potential Declines in Financial Product Prices after Market Unification	29
13.	Cross Border Acquisitions in Europe, 1989	34

List of Figures

1.	Mergers and Acquisitions in Europe, 1983-88	36
2.	Takeovers in Europe	37