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company's technical capabilities.

"These all show that we are really in the running."

Over the past decade, Markham Electric International has been awarded over 50 per cent of the projects on which it has bid.

## "Know thy market and competition"

"Before aiming for a contract, you really need to know the market you're going into," advises Unsworth.

That goes not only for the prospective client, but also the competition.

"As far as the client goes," he advises, "you should find out which subsuppliers he likes. This can be done through site visits, meeting with the client to find out his preferences."

It also means being actively involved in the bidding process, from the prequalification stage right up to the awarding of the contract.

When it comes to selecting subsuppliers, Andaurex tries to gain a competitive edge by going directly to the country where the subsupplier's factory is located.

But Unsworth is also quick to advise: "You can't go to the same supplier all the time. Therefore you have to know the competition."

With some 20 years in the business, Andaurex has gained good experience in the field. Much of this comes from contacts developed over the years

and word-of-mouth.

When getting a foothold in a new country — most recently in India, Cyprus, Ghana and Costa Rica — the company often consults with the Canadian Embassy for local market information and possible agents and representatives.

According to Unsworth, some countries, like Jamaica, require foreign companies to open an office locally before they can set up operation. This, Andaurex already has done, as well as in St. Lucia and the British Virgin Islands, which makes it even more competitive in those markets.

"Ultimately," says Unsworth, "you really have to do your

homework and don't take chances. If the client isn't happy, I haven't done my job."

This is obviously a proven recipe for this 10-employee strong multi-million-dollar junior industrial company.

Andaurex recently acquired 60 per cent of Ontario-based International Cranes Inc., an engineering and project management company that designs, builds, services and manages the construction of high capacity and specialty cranes used in shipyards, hydroelectric plants and other heavy industries.

For more information on Andaurex, contact Gregory B. Bowes, President. Tel.: (905) 470-0104. Fax: (905) 470-7860.

## Egyptian Joint Venture Tender Could Put Deal Right on Track

Tecnico Contracting Co., a privately-owned firm active in the railway construction and maintenance field, is seeking cooperation with a Canadian company, on a joint venture basis, to address the needs of the Egyptian market in the field of track laying and renewal.

The Canadian company needs to be equipped with a railway crane, tamping machine, and any other necessary equipment.

The new joint venture will be positioned to participate in projects both nationally and throughout the region. National projects amounting to 600km of tracks are planned for the next five years. The first of these is a 200-km project for an extension of the existing network through the Sinai. This project is expected to be issued for tendering before the end of 1995. For more information, contact Hany W. Ibrahim, Commercial Officer, Canadian Embassy, Cairo, Tel.: (202) 354-3110 ext. 3352; Fax: (202) 354-7659.

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