

Canada's European Linkages

Although Canada is very much part of the NAFTA market, Canada's European heritage is still very evident in the way we do business. We are a good bridge between European and North American markets.

Canada is a more than acceptable location for many Europeans who choose to use Canada as a starting base. The country's European flavour is less of a culture shock for those coming from foreign headquarters.

The European lifestyle in most of Canada, the proven technical competence of my engineering staff, Canada's proximity to the U.S. markets, the low level of employee turnover we experienced, as well as the government assistance we received, were all major factors which came together to make our sell to headquarters a successful endeavour.

Lionel Hurtubise
Chairman
Ericsson Communications Inc.

Canada is more open to European technology than the U.S. There is less of a 'not invented here' syndrome.

We need to raise awareness as to the level of quality existing in this country and publicize our development of ISO 9000. Canada should rent a giant billboard in Europe advertising that 'Canada is in NAFTA and Canada is metric!'

In my opinion, the size of the country and its sparse population has driven expertise build-up in the fields of energy, transportation and communication. A fourth area of expertise in my eyes can be found in the medical and health care field as our professionals constantly demand the best of technologies.

William Waite
President & CEO
Siemens Electric Ltd.

Canada is Competitive

Many of the CEOs identified advantages their Canadian operations enjoyed over other parts of North America.

We have experienced quality people and we find our costs are lower in Canada.