

The LINK 92 PROJECT: Learning from
Canada to Assist Companies in Europe

LINK 1992

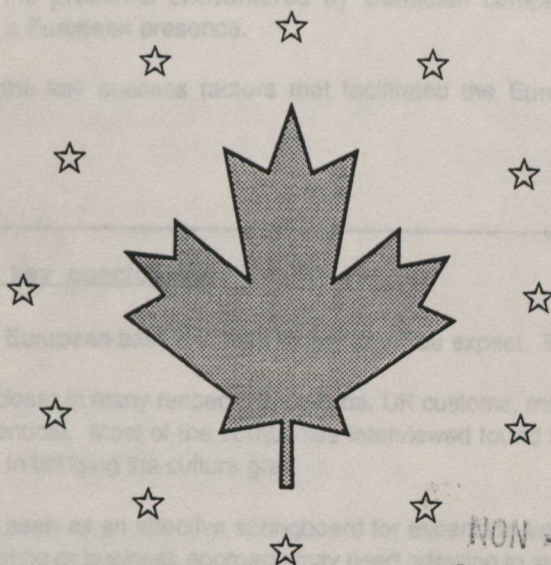
THE EXPERIENCE OF SUCCESSFUL CANADIAN COMPANIES IN EUROPE

There is an increasing awareness of the need for steady progress towards the Single European market. This is a major challenge which draws lessons from the experience of successful Canadian companies who have established themselves in European markets. It is a challenge which requires the use of international experience and those who have preceded them. The companies considered have all succeeded in Europe and not the successful ones who have failed.

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The Link Project's objectives were:

- 1. To understand how Canadian companies approached the European market
- 2. To identify the problems encountered by Canadian companies which succeeded in establishing a European presence.
- 3. To identify the key success factors that facilitated the European expansion of these companies.



- 1. Making a European market is a long and difficult process. Be patient and perseverant.
- 2. Although there are many reasons for success, UK customs, markets and business ways are not identical. Most of the success is based on the use of local nationals, invaluable in bridging the culture gap.
- 3. The UK is seen as an excellent base for your marketing of business opportunities. You need to have a good understanding of the local market.
- 4. Don't hold the reins too tight. Balance the need for control with the responsibility to local managers to have responsible authority.
- 5. Pay thorough attention to integrating European culture and business culture. Even the most successful companies find this to be very effective, as well as focusing efforts.

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