

## FTA, NAFTA, Improve Access

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fence or energy production facilities. Canadian service firms now have better access to both public and private contracts.

The two free trade agreements also have increased the two countries' already-close economic integration.

The total value of two-way trade between the U.S. and Canada, including the flow of goods, services and investment, was \$402 billion in 1994.

During the six-year period following the coming into effect of the FTA in 1989, total two-way trade between Canada and the U.S. increased by 62 per cent.

## Approaching Regional Markets

People generally speak of six major markets in the U.S.: the Northeast, the Southeast, the Southwest, the Northwest, the Midwest and the Texas/ Louisiana/New Mexico region. But further research is called for.

For example, setting up shop in a major distribution centre is not always enough to guarantee that distribution contracts will automatically give access to the entire U.S. market. In fact, that is the exception.

National distribution networks do exist in some niches. In most cases, however, one must approach each major centre with a different operating procedure. Hence the strategic importance of the Canadian Embassy in Washington, Canada's ten consular offices and the eight satellite trade offices, particularly for SMEs, which do not necessarily have the necessary resources to find and assemble all the essential data and intelligence on the target market.

The company must carefully assess a series of factors, based always on its activities, its objectives, market conditions and other conditions. Proximity to the target market will often work to the company's advantage.

It would, therefore, be logical to look first to border states as export markets. But in some sectors, a less conventional approach may produce better results and a surer and more lasting success.

## United States key market — Continued from page II

Consulates are also very helpful," he adds, "and we have always been very well received."

### Educating the customer

Although most of Global's infrared sensor systems are sold to big waste disposal companies, they can be used on a wide range of vehicles, from street sweepers and garbage trucks to front-end loaders and city buses, with a recently developed heated sensor for snowplough applications.

But according to Glenn, there is still much reluctance to spend the necessary money on safety systems.

"We have done a lot of work with school buses from time to time, and have even built prototypes

for free, but with little result," admits Glenn.

He is convinced that what will ultimately give a big push to sales is when insurance rates will be so much lower for vehicles equipped with such a safety system.

Safety-conscious Global has just added another product to its list: it has recently become the distributor for the Sony Watchcam Automotive Camera/Monitor that gives drivers a wide-angle view that lets them see into "blind spots".

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