

that profits from some of the advantages of having considerable regional representation and a specific position in certain niches. The latter strategy is better suited to a clientele comprising mainly small or medium-sized businesses. For these two professions, Europe 1992 is thus another facet of the trend towards globalization which is gaining momentum. Faced with such a trend, Canadian enterprises must acknowledge three facts:

- . It will be increasingly damaging to ignore the trend. It would mean missing opportunities abroad, particularly in Europe, and being unprepared for the effects that it will undoubtedly have on the Canadian domestic market.
- . There is a wide range of possible strategies, some that are already implemented by Canadian firms, to face the trend. They do not apply to large firms only, although these firms are indeed on the front line. These strategies may depend on the size of the firm, the type of clientele or their initial ranking on the provincial or national scenes. All firms need to strengthen their starting positions, expand geographically, extend their range of abilities and seek out new partners both in Canada and abroad. However, the type of ability and niche targeted, the type of partner or network sought and the form of international development implemented may vary considerably.
- . The decisions involved are difficult ones to make. They are costly (investments in foreign operations and the development of new abilities), and they require consistency in choices. Some are irreversible in nature (mergers, acquisitions or, to a lesser degree, integration into a large international network). However, in the long term, it would certainly be more costly to avoid these decisions.