

Recommendations

Certain information is essential in order to develop realistic market strategies for Canadian ocean industry companies for the Europe 1992 marketplace. The basic requirements are: (1) knowledge of the Canadian ocean industry (i.e., type of products or services; size and location of companies; size, type and location of existing European markets; existing European strategic alliances, joint ventures and branch/subsidiary operations); and (2) knowledge of the European marketplace (i.e., size, type and location of markets; nature and location of competition; trends, political and cultural factors).

The present study has focussed on one half of the equation, the European part. In order to develop a final set of workable strategies, it is essential to determine the extent of existing Canadian ocean industry business with Europe. This can most effectively be done during dissemination to industry of the results of the present study, at which time the companies can have input to the development of strategies and also provide information on their European activities.

There are certain common approaches applicable to the overall Canadian ocean industry. However, it should be borne in mind that the sectors (i.e., ocean sciences) are different one from the other regarding nature of clientele, type of technologies, and size and location of markets. Consequently, sector-by-sector strategies are required to reflect the peculiarities of each.

Another important factor that should be taken into account in subsequent work is the geographical influence within Canada. One would assume that Eastern Canadian companies have an easier job of selling into Europe than those from Western Canada.