

EXPORT MARKETING STRATEGY:

It would not be practical to come up with an universal, all-encompassing strategy for this sector. Due to rapid technological changes, which create entirely new markets and opportunities at a fairly brisk rate, emergence of new companies, corporate mergers and consolidations, economic recessions, shifts in government spending patterns and many other variables, an overall sector strategy, including all pertinent aspects of export marketing may become obsolete before its perfected and finalized.

Instead, it was decided to concentrate initially on a few pressing issues which, to a degree, can be influenced and controlled by government policies and practices.

- i) Commission a study by a qualified consultant to focus on a high priority market such as SE Asia. The study would define governmental role in assisting the industry in achieving its business objectives in that market. The study could become apart of a Strategic International Plan prepared by the relevant trade association, in this case GIAC.

The departmental "starter" study would will address the following points:

► Concise Industry Sector profile, incorporating:

- sales and export statistics
- employment
- regional distribution of companies
- classification of firms by products and services
- classification of firms by total sales and export sales
- strengths and weaknesses of the sector in the international competitiveness sense.
- technological trends

► Canada's past and present Activities in the Market.

- summarise Canadian past efforts and current position as a supplier to the market.
- list major projects awarded in the last three years, identify winners and evaluate their competitive advantages.
- identify leading foreign competitors
- provide figures on aggregate Canadian sales in the last three years on a per product line basis
- name Canadian companies with established sales/service facilities in the area
- name joint ventures entered into by Canadian firms
- list promotional projects carried out by EAITC in the last ten years such as trade fairs, Canadian solo shows, technical seminars and trade missions.