

ground and airborne surveying firms engaged in mineral explorations.

GIAC (the Geomatics Industries Association of Canada) membership includes Canadian companies engaged in Remote Sensing and GIS, in addition to Mapping and Surveying firms. The technologies vested in these companies find an ever increasing application in mineral explorations.

A number of Canadian firms are now active in both industry sectors represented by these associations. Thus the potential for synergy between the two groups in promoting exports is a possibility. If the two trade associations would join forces or merge, they could negotiate with Energy, Mines and Resources for a greater support role by Geological Surveys of Canada for the industry's export marketing efforts, similar to the one now exercised by CCRS (Canada Centre for Remote Sensing). In essence GSC, at present, supports the industry domestically only.

The remaining subsectors should also investigate the feasibility of establishing a trade association to promote member companies in export markets. Such a body could be called Industrial Process Control and Instrumentation Association (IPCIA) or a similar such name. Another possibility would be to discuss formation of an Instrumentation Branch or Chapter within an existing organization such as EEMAC or CATA.

Promote Strategic Alliances

There is a significant trend towards consolidation of manufacturing and system integration industries in the industrialised countries. This trend will result in a smaller number of larger, more vertically integrated competitors with a truly global business focus. In view of these developments strategic alliances, consortia, teaming arrangements, which are considered to be the key to a longer term survival of the sector, should become an integral part of the departmental trade promotion programs for industry.

Market Awareness

It is imperative that foreign buyers be more aware that Canadian firms have the capability to meet their requirements, often with better technology and at better prices. Traditional mechanisms such as trade shows still have a place but will be fewer in number and better focused. The most important European promotional events for the Canadian instrumentation and industrial process control companies are: BIAS in Milan, INTERKAMA in Duesseldorf, HET INSTRUMENT in Utrecht C&I in Birmingham and GEOTECHBICA in Cologne. Priority countries within the EEC for future promotional projects are: United Kingdom,