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Going global

LYNTON `RED' WILSON, chairman and CEO of Bell Canada Enterprises (BCE), one of Canada's largest companies and a major shareholder in Nortel, is Canada's representative on Prime Minister Dr Mahathir Mohamad's Industry Advisory Panel of the Multimedia Super Corridor. He observed recently, `Obviously, we (Canadians) cannot isolate ourselves - far from it. Competitive conditions in Canada will increasingly be established in a global context. And the value we are able to create for customers will always depend to an important extent on technologies and applications that are pioneered elsewhere.' One of the goals outlined by Wilson in response to this globalisation of competition; `... is to develop our fair share of the new communications know-how right here in Canada. We have the traditions. We have the basic capabilities. But we also have the world's number one telecom powerhouse immediately to our south. So it may be tempting to cede the game to our American friends. We should resist that temptation. We must not squander this tremendous opportunity for Canada to carve out a number of word-leading niches in what promises to be the leading industry of the 21st century.'

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