
Principal Canadian Clients

Prepare a list of the main Canadian clients (companies, departments, provinces, associations) involved in the market.

- Note the specific interests of these groups, based on your predecessor's notes or on your pre-posting visits.
- How is your data bank of contacts organized?

Meet with the representatives of these Canadian clients in the field.

- What are their objectives, and how might you best work with them?
- What are the requirements of these Canadian clients?

How important is the Canadian business community to the mission and to the country?

- How can you help each other?

Are your Canadian clients satisfied with the services being provided by the mission?

Information Management

- Is the information gathered meeting the needs of the commercial section and its clients?
- What are your information sources?
- How is information being processed at the mission? In the section?
- How is it being disseminated in Canada? Who is using it and for what purpose?
- How are the Departmental reports (Trade Activity Management System [TAMS], Trade Tracking System [TTS]) compiling information on trade visits, requests, trade events and business successes?

OFFICE ENVIRONMENT

Head of Mission

Meet with the Head of Mission (HOM) to learn his/her expectations and reconcile them with the mandate given by the geographic division.

- What are the HOM's interests and priorities for the mission in general?
- What are his/her expectations of you, your program and your team, apart from the strictly commercial program?
- How can the HOM support you in promoting trade interests?
- How can the HOM become involved in your program?