

Clients with High Potential in a Given Market

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Clients with high-potential in a given market should meet one or all of the following conditions:

- They demonstrate significant commitment to internationalization in a given market.
- They have unique technology or intellectual property with significant commercialization or market potential.
- They have the necessary management expertise and experience.
- They have a sustainable competitive advantage.
- They have the support of Trade Commissioner Service partners.

Based on available resources, particular market conditions, area or trade office priority sectors or initiatives and the client's degree of commitment, key service enhancement may be extended at the discretion of an individual trade office in Canada or abroad.

It is important that trade commissioners inform clients with high-potential in a given market that an enhanced level of service is being offered to them. Clients should be informed that they may not be able to expect the same service level in the future or from other TCS offices.

High Potential Client Criteria

Commitment to internationalization in a given market

Evidence that a client is not only committed to internationalization but to your specific market:

- The client has conducted research on the specific market and its opportunities.
- The client has developed a credible business plan for the market. This should be apparent from the business plan (or portion of it) that the client has communicated to you in writing or verbally.

This information normally comes directly from the client but you may also be able to find it elsewhere, i.e., in TRIO. Clients can also demonstrate their commitment to internationalization in a given market through:

- timely responses to commercial intelligence provided by the trade office and to changing market conditions; and
- perseverance in the market, e.g., repeated visits to the market and flexibility in approaching the market when progress does not meet expectations.

Unique technology or intellectual property with significant commercialization or market potential

Evidence that the client has unique technology or intellectual property with significant commercialization or market potential includes the following:

- The client has products or services with a clear advantage over the competition.
- The client has products or services for which demand is greater than supply in the local market (e.g. cheap, clean water, in many parts of the world).
- It appears to be difficult for competitors to come up with competing products and services of comparable price and quality.
- Intellectual property protection is in place for the features and properties of the client's products (e.g. patents, copyrights, brand registration, trademarks).