

Appendix 4

Issues of Common Interest

One of the recommendations of this report is that the Department and the bilateral business associations meet to discuss cooperation toward mutual goals. Suggested points to be addressed here are grouped in three sections: Suggested Activities for the Associations, Suggested Activities for DFAIT and Coordinating the Common Activities of Associations and DFAIT.

I. Suggested Activities for the Associations

Associations could benefit from a promotional strategy aimed at key economic sectors in their target national market. For this purpose, better partnership with sectoral business associations could be considered.

Services for women in business

It would be beneficial for the associations to increase their awareness of the needs of businesswomen in Canada, include them as members and develop services for them. Alternatively, bilateral business associations could benefit from forging links and organizing joint events with women's business organizations.

Revenue-generating services that associations could develop

Trade missions

The organization of trade and ministerial missions: these are the services identified as potentially revenue-generating by the largest number of associations. These activities are of interest to associations because they are directly related to their mandate, provide good sources of revenue, give the association visibility and help them build their capacities by building contacts and offering services.

Organizing trade promotion events

This service is perfectly in keeping with associations' mandate and gives them visibility. Though a single event is not a major source of additional revenue, a number of them may be financially worthwhile. These include: receptions, organizing venues for visiting delegations, meetings, panel discussions, business programs for field trips and mission heads, seminars, workshops, business lunches, social events, hosting foreign trade delegations and other similar functions.