

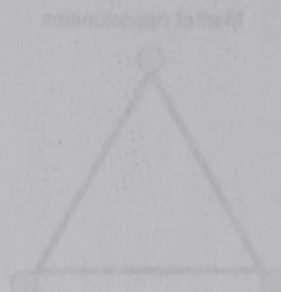
## HOW MANY PRIORITY SECTORS SHOULD A MISSION/RO HAVE?

- Rule of thumb: one priority sector per officer, consider HR resources available.
- Choose those priority sectors which are most likely to achieve planned results with available resources.
- Consult with colleagues at HQ and in region for additional guidance.

## RATIONALE FOR YOUR SELECTION OF PRIORITY SECTORS

In section C. of the Strategy entitled "Priority Sectors or Markets Selection Rationale", you should indicate each priority sector or sub-sector which has been selected, and for each one, indicate:

- A brief description of the market opportunity, challenges and risks presented, including current size of market, realistic potential nature of domestic/foreign competition;
- Evidence of Canadian capability in the sector; and
- Demonstrated Canadian interest.



Note: It is possible that all three conditions are met but the sector is not considered a priority because the contribution of the TOS is negligible. For instance, the TOS may not necessarily add any value to the sale of commodities.

See Annex for further details.