

Appendix 2

Detailed Research Methodology

Objective

DFAIT conducted this survey in order to gain a better understanding of bilateral business associations so that the Department can work with them more effectively.

Definition of a Bilateral Business Association

For the purposes of this survey, a bilateral business association is an organization:

- one of whose main activities is trade promotion and development for Canadians who export and do business abroad;
- whose promotional activities centre on one country or region; and
- that answers first and foremost to its members.

Note:

- None of these criteria excludes organizations that also promote imports and foreign investment in Canada.
- The term "bilateral business association" includes chambers of commerce, business and trade councils, business or business people's forums, and other designations used to identify an organization corresponding to the above definition.

Listing the Bilateral Business Associations in Canada (BBAs)

Until it conducted this survey, DFAIT had never compiled a list of all the bilateral business associations in Canada. Enquiries with other governmental organizations likely to work with BBAs (CIDA, Canadian Heritage, and Industry Canada) revealed that this was probably true for the federal government as a whole.

The list of BBAs to be surveyed was assembled from the following sources:

- geographic branches of DFAIT
- WIN Export
- Strategis
- Canadian Heritage: Multiculturalism directory for business people
- Regional international trade offices in Vancouver, Edmonton, Toronto and Montreal.