

- providing the names of buyers, agents, lawyers and other professionals; and
- providing logistical support, such as scheduling meetings and arranging translation or interpretation.

Providing specific support for export-ready Canadian companies could be characterized as passive, in the sense that it is generally triggered by a request. The Department may wish to consider full or partial cost recovery by charging a fee for some of the services provided to Canadian companies. The specificity of the request for assistance might be one criterion for cost recovery.

Matching Buyers and Sellers

Matching buyers and sellers is a key business process for the Trade and Economic Program in Mexico. This is a value-added activity that relies heavily on established networks of team members. This process involves many outreach activities undertaken in both Mexico and Canada. Regardless of the location and the nature of the activity, the purpose is to match Canadian capabilities with Mexican needs. Continuous follow-up is needed to ensure that appropriate action has been taken and that resources are not wasted.

Matching Buyers and Sellers

