

CHAPTER 5: KEY CONTACTS

Canadian Government

- Department of Foreign Affairs and International Trade (DFAIT), specifically the geographic desk
- International Trade Centres
- Canadian Embassy in the target country
- consulates and trade commissioners

Government in the Target Country

- embassies and consulates in Canada
- relevant ministries in target country
- other relevant institutions (research establishments, regulatory agencies)

Possible Buyers

(This list should be prepared according to sub-sector with the appropriate contacts for each).

- major corporations
- distributors
- retail chains
- trading companies

Sector Specialists and Intermediaries

- banks
- law firms
- accounting firms
- consulting companies

Business Services

- freight forwarders
- transportation companies
- customs brokers
- marketing/advertising agencies

Industry Periodicals

- industry-specific periodicals
- trade journals