

In drawing up your investment plan, be prepared to do some serious and time-consuming research. A plan is only as good as the information and assumptions fed into it. Find out all you can about the Asia-Pacific region, the strategic interests of its companies, the characteristics of its investors, and where you can look for help in contacting those investors.

### Networking

Effective networking is an important component of both the research you need to draw up your plan and the investment promotion effort itself. Networking means starting with the people that you know: bankers, lawyers, government officials, suppliers, customers, business associations and the people who they know. Find out what they know about Asia-Pacific investors. Do they have any contacts that are familiar with the region? Do they have any suggestions about how to approach it? Do not forget to include banks or other companies from the Asia-Pacific region as part of your network.

### Business Associations

There are several business associations that have been set up specifically to promote improved commercial links between Canada and the countries of the Asia-Pacific region. These contact points have been listed in this publication at the end of each section dealing with a specific country. In addition, there are some more general organizations focusing on the whole region. Perhaps the most important regional body is the Asia-Pacific Foundation.

### Trade Shows and Conferences

Beyond networks and business associations, trade shows and conferences, both here and abroad, are excellent sources of contact with business people from the Asian-Pacific region. Trade journals in your particular business sector are a good

source of information about upcoming trade shows, as well as information about investment in your sector. Business associations, most of which publish newsletters, may also be good sources of information about upcoming trade shows and conferences. Remember too that most business associations hold regular meetings and annual conferences. Some of these events are open to non-members.

### Diplomatic Posts

Most of the countries in the Asia-Pacific region have diplomatic representation in Canada. Many of these embassies have trade offices or trade commissioners. Some of the countries in the Asia-Pacific region have established specific trade and investment organizations such as the Japanese External Trade Organization (JETRO) with branches in Canada.

Canada also has diplomatic representation in most of the countries of the Asia-Pacific region. Posts abroad will include trade commissioners, and in some cases investment counsellors. A good first step in finding out about our missions abroad is to contact the relevant desk officers at External Affairs and International Trade Canada.

### Government Assistance

Both the Canadian federal and various provincial governments can provide important information and assistance for investment prospecting in the Asia-Pacific region. You may contact the Industry, Science and Technology Canada regional office closest to you or one of these three federal government offices in Ottawa.

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