

Identifying Priority Sectors

THE NEED TO FOCUS

While we provide services to Canadian clients in all sectors on a responsive basis, our priority sectors are limited to those on which we will expend our resources in a proactive manner to help our clients generate business results.

The key questions then become:

- How should those priority sectors be determined?
- How many priority sectors can be realistically covered in a thorough, professional manner?

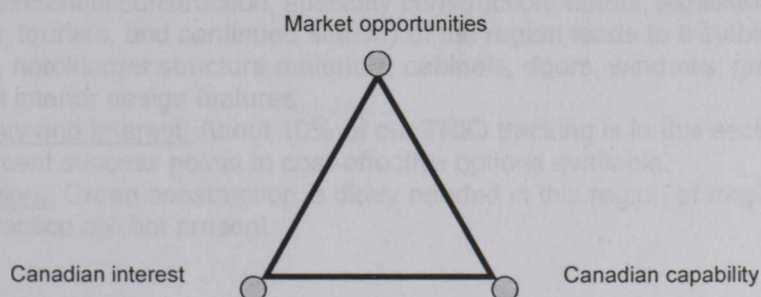
SELECTING PRIORITY SECTORS

The Triangle of Market Opportunity, Canadian Capabilities, Canadian Interest

To be deemed a priority, a sector must *simultaneously* meet three conditions; and those conditions should be clearly articulated in the Business Plan. To be considered a priority sector:

1. There must be a clear **market opportunity** for Canadian companies or organizations in that sector;
2. There must be demonstrated **Canadian capability** to exploit that market; and
3. There must be a clear, demonstrable **Canadian interest** in exploiting that market opportunity.

As illustrated below, all sides of this "triangle" must be present for a sector to be deemed a priority.



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

See Annex for further details.