

SOURCES OF INFORMATION ABOUT THE INDUSTRY OR SECTOR

- Trade shows
- Conferences
- Associations
- Industry experts
- Consultants
- Brokerage reports
- Credit reports
- Published market research reports
- Internet
- Credit reports

INTERNAL COMPANY RESOURCES

- Sales personnel
- Strategic planning units

OTHER RESOURCES

- Country experts at the Department of Foreign Affairs and International Trade (DFAIT)
- Canadian trade commissioners in the target market
- Government agencies such as Export Development Corporation (EDC), Canadian International Development Agency (CIDA), Canadian Commercial Corporation (CCC)
- Statistics Canada
- Published market profiles
- Handbooks on doing business in the target market
- Industry experts