

4. Business information

Specify:

- the currency
- the language
- business practices and regulations
- any differences in legal framework
- government procurement practices
- work relationships
- office hours

5. Partnering options

List:

- Canadian firms doing business in the target market
- major firms from the target market doing business in Canada
- options for local partners

6. Support for market-entry strategies

Identify:

- industry associations
- trade events in the target market
- other networking options
- trade media
- research facilities
- market research sources

7. Cultural considerations

Specify:

- greetings
- forms of address
- do's and don'ts
- cultural differences
- attitude toward Canadians
- general tips

8. Travel tips

Describe:

- visa or other requirements
- work permits needed
- business support services
- suitable hotels
- telecommunications standards
- tipping customs
- electrical voltage
- religious holidays

