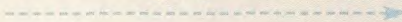


Summary of Findings



Viability of Bilateral Business Associations as Promoters of International Trade

Profile of the associations and their members

Respondants to the survey indicate that their membership has reached over 19,000 Canadian business people active or interested in the export market. This 1999 figure is up more than 200 percent from that of 1995. The increasing demand for services indicates that the associations are fulfilling a role that business people value and, more importantly, that responds to their needs.

A snapshot of Canada's bilateral business associations reveals that:

- 46 percent have between one and six full-time staff and four percent have more than 10 employees;
- 90 percent have a Web site or a newsletter or both;
- 90 percent of members are based in Central or Western Canada;
- 26.3 percent of members export services, 21 percent export products and services, and 22.3 percent export products; and
- 80 percent are national associations.

Member companies vary in size:

- 51 percent of member companies have annual sales of under \$5 million;
- 27 percent of member companies have annual sales of between \$5 and 50 million; and
- 20 percent of member companies have annual sales of over \$50 million.

Profile of mandates and activities

- *The common mandate* of all bilateral trade associations is to promote international trade between Canada and a particular country or region.
- *The common needs* of all members are networking and access to information on trade activities in a particular national market or region.
- *The common services* offered by all associations are those that facilitate networking and the circulation of information on imports and exports.