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What's New

Our Role

Client Management

Client Policies

Services to businesses

Services to Partners

Additional Services

Post Support: People

Post Support: Tools

Discussion

Français

Post Support People - Team Canada Market Research Centre

- The Team Canada Market Research Centre (MRC) works with you to provide Canadian exporters with timely and relevant market information on key overseas markets.
- Since its inception in March 1997, the MRC has produced over 460 reports to help Canadian exporters research and select their target market. A further 175 reports are currently in production.

Questions and Answers:

Q. What is the Team Canada Market Research Centre?

A. The Team Canada Market Research Centre is a headquarters-based research unit comprised of international market analysts whose mandate is to work with Canada's trade officers to produce timely and relevant market reports which identify international business opportunities for Canadian exporters.

The Centre uses commercial online databases, news services, trade and industry journals and publications, industry and association contacts, and full use of the Team Canada Inc. network to produce market reports for Canadian exporters.

Q. What does the Team Canada Market Research Centre do?

A. The Team Canada Market Research Centre produces a full range of sectoral market reports to help Canadian exporters identify foreign market opportunities for their specific sector or sub-sector product or service niche. It does this by:

- Conducting comprehensive and complex market research on all available databases, including the Internet; and
- Obtaining sectoral expertise from the comprehensive Team Canada Inc. network as well as trade and industry associations.

The Centre's market reports provide a quick snapshot of the opportunities for a product or service niche in a particular market. They are available by country or sector.

Each report contains a market overview, a section on customers and distribution channels, an analysis of the principal market access issues, and a listing of key promotional venues, such as trade fairs.

Q. Why should I refer clients to the market reports available from the Team Canada Market Research Centre?