

- * **Quality of contacts** (37.2 percent)
 - 25.5 % Special status in wide-area networks and/or quality networks
 - 11.7 % Source of key contacts in Canadian or target-country government or both
- ** **Quality of membership** (13.8 percent)
 - 8.5 % Membership profile
 - 5.3 % Expertise of directors in trade and/or in target market
- *** **Quality of activities** (21.3 percent)
 - 17.1 % Specific activities, such as:
 - Database on companies in target market
 - Trade assistance services
 - Extensive resources in Canada and in target market
 - Examination of credibility of foreign companies
 - Matching services
 - Translation and interpretation services
 - Multilateral advocacy services
 - Miscellaneous (see translation)
 - 4.2 % Activities to promote Canadian companies in target market
- **** **Operating Procedure** (26.6 percent)
 - 5.3 % Flexible and non-bureaucratic partnership
 - 3.2 % Focus on specific country
 - 6.0 % Small cost of membership and use of services (better suited to limitations of small- and medium-sized businesses)
 - 2.1 % Profile overseas
 - 10.0 % Miscellaneous
 - Direct contact with clients
 - Well-defined priorities
 - Recognized by foreign and Canadian government
 - No political affiliation, or independent