

Local contact intelligence:

- ◆ Company website
- ◆ Annual reports
- ◆ Product and company brochures
- ◆ Local business guides
- ◆ Review of previous trade commissioner's notes
- ◆ Promotional literature summarizing company and industry data

External intelligence:

- ◆ Strategis website (www.strategis.ic.gc.ca)
- ◆ Web research tools (Google, Yahoo, Webcrawler)
- ◆ Research websites, e.g. Factiva, Dow Jones...
- ◆ Sectoral experts in Canada
- ◆ Sectoral market studies and trends
- ◆ Stock quotes
- ◆ Trade publications and local newspapers or publications
- ◆ Local institutional contacts and partners, such as industry associations, Chambers of commerce, etc.