

Market Intelligence: Industry generally agrees that foreign market intelligence is one of the most valuable services that EAITC can provide. Recent reports from the Posts on the software market in Europe, Mexico, Chile, Malaysia, Korea and others, have presented an excellent perspective of the technological, economic and standard customs of these areas. Software products deliver solutions to problems in diverse business, social and domestic life. Besides the general technological/economic state of potential markets, the Canadian software sector needs information on specific sub-sectors. Solution providers in the Retail Industry, Education, Health Care, Business, Engineering Design etc. need to know the "state of the art" in that sector, key players, key distribution contacts, and the level of the competition.

Sector Intelligence: The lack of presentable in-depth information on the diverse Canadian software sector impairs the comprehension of marketing support networks (such as the Trade Posts), limits their ability to increase profile and service local sourcing requirements. A necessary component of the Trade promotion programs should be the development of such material.

Strategic Partnering: The size of most software companies worldwide limits the resources available for global marketing. This creates a need for strategic partnering for companies with a global agenda. Identification of qualified partners in Tier A and B markets will be of great assistance to the Canadian software sector.

Trade Promotion: Specific trade activities should be restricted to Tier A and B markets. Tier C markets should be restricted to gathering market intelligence. Recent experience has shown that a two phase approach to trade missions is successful. Phase 1 consisting of a study of the market potential and local business culture as well as the profiling of potential partners/contacts. Phase 2 following later with a mission of Canadian companies selected from the Phase 1 information. This approach should be adopted for more trade missions, spanning two fiscal years if necessary.