

CHAPTER 3: MARKET OPPORTUNITIES AND MARKET ACCESS

[The purpose of this chapter is to describe areas of emerging opportunity and how to take advantage of them.]

Section A: Opportunities (Promising Prospects) by Product

[This section describes changes in the marketplace and the factors driving those changes in order to help Canadian firms position their products.]

Industry outlook

- What are the emerging trends by sub-sectors or products?
- What drives changes in the market?
 - technology
 - government policy
 - consumer tastes
 - economic growth
 - product innovation
 - promotion (induced purchasing)

Positioning

[By evaluating the market demand, future growth prospects, the competitive environment, and the requirements of the customer in the target country, the Canadian consumer goods manufacturer can identify how best to position its product in the market.]

Section B: Access Issues

[This section should deal with access issues specific to the sector, sub-sectors or individual products. The exact set of topics actually addressed will depend on the sector or products in question.]

Packaging

- What is the impact of climate?
- Are there special official requirements?

Labelling

- What language(s) are required?
- What information is required?

Standards

- Are there technical specifications to be met?
- What are the health and safety standards?
- Are there any other requirements (environmental compliance, etc.)?

Certifications and approvals

- What documents are required?
- What are the details of the inspection processes?