

# CDIA Checklist for Trade Commissioners

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This checklist is intended for internal use by Trade Commissioners who have CDIA responsibilities at Post. It provides an overview of the information that they should be familiar with in order to assist TCS clients who are considering investment in their territory.

## **First of all, ensure that the company is a client of the TCS**

### **The advice you give to clients should be:**

- ✓ Objective information
- ✓ Based on fact
- ✓ Sources of information are identified
- ✓ Information and intelligence to help the client make a decision to invest or not in the market
- ✓ Strategic advice on entering and doing business in the market, including branding and advice related to investing and participating in global value chains
- ✓ An informed opinion that represents the post's best assessment of the current and future development of the market

### **What to avoid:**

- × Putting a promotional spin on the information, which clearly reflects host country interests and priorities
- × Actively encouraging the company to invest (or not) - present CDIA as one option for greater access to market share, R&D, etc.
- × Press conferences and/or media campaigns in which you may be asked to defend the advantages of investing in a given jurisdiction, or to solicit investment from other Canadian or foreign companies

### **Basic Resources for Potential Investors**

- ✓ Investment guides to your country produced by reputable sources
- ✓ List of service providers (lawyers, consultants, banks, accountants)
- ✓ List of key contacts
- ✓ Contact information at the local investment promotion agency
- ✓ Information about upcoming events (i.e. trade shows, events)