

EXECUTIVE SUMMARY

Objectives of Survey

The Department of Foreign Affairs and International Trade (also referred to in this document as "The Department," or "DFAIT") is seeking to improve the outreach of its export programs and services among Canadian business people by working with intermediary groups and organizations and notably bilateral business associations. The Department of Foreign Affairs and International Trade and the many bilateral business associations in Canada have a common goal: both promote the sale of Canada's goods and services to foreign markets and both target the same exporters as members and beneficiaries of services. The first step was to learn more about bilateral business associations, their members, their international business development strategies and their interest in cooperation with DFAIT.

For the purposes of this survey, a bilateral business association is an organization:

- one of whose main activities is trade promotion and development for Canadians who export and do business abroad;
- whose promotional activities centre on one country or region; and
- that answers first and foremost to its members.

Note:

- None of these criteria excludes organizations that also promote imports and foreign investment in Canada.
- The term "bilateral business association" includes chambers of commerce, business and trade councils, business or business people's forums and other designations used to identify an organization corresponding to the above definition.