

last few years. The product has a clear competitive advantage in the domestic market and foreign markets in relative cost proximity. Capacity expansion through new sources springs and bottling plants provide it with supply security, however, their transportation costs (and more recently a strong CDN dollar), plus the lack of brand awareness in the local market render it uncompetitive. Therefore, financial resources may be better used to expand into other priority sectors where Canadian companies have a competitive advantage.

Can Canadian companies expand into the market? One other example is the condition not being met is lack of a clear business supply capacity. Some sectors have significant demand, but a market opportunity, but the Canadian industry is not above capacity and cannot supply additional capacity to meet market demand. Canadian wine (and specifically ice wine) products can be sold as a case where there are physical limits to supply, which means that even though there is opportunity in many areas, and the sector has a clear competitive advantage, it cannot supply the market demand, so the mission should focus its energies and resources on another priority sector.

Canadian interest in the sector is perhaps the one most overlooked by decisions in whether a sector is truly a priority. It is a constant challenge to align the interest of Canadian companies with the market. The market is not a static entity, but a dynamic one that evolves over time. It is essential to understand the market's needs and to align the interests of Canadian companies with the market's needs. This is a constant challenge to align the interest of Canadian companies with the market's needs.

In many markets, attracting Canadian interest is a challenge. In some cases, we would recommend that this be defined in the business plan, and that initiatives be focused on raising awareness of Canada's business opportunities. This is a constant challenge to align the interest of Canadian companies with the market's needs.

When identifying priority sectors, remember all have conditions should be present. There should be a clearly identifiable market opportunity. AND there must be Canadian capacity to exploit that opportunity. AND there must be a clear competitive advantage. AND there must be a clear competitive advantage. AND there must be a clear competitive advantage.

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