

Other Characteristics

- core values
- corporate culture
- centralized vs. decentralized
- unique corporate structure?
- attitudes to customers and service
- attitudes to risk
- attitudes to financing, dividends, reinvestment

CHAPTER 2: ASSESSMENT OF THE OPPORTUNITY

[This chapter requires an evaluation of how the prospect might be useful to a Canadian firm. The following are some of the partnering options that might be appropriate.]

Objectives of the Partnership

- Facilitating direct sales of goods and services
 - by selling finished goods or services to end-users (consumers)
 - by selling to industry
 - by selling to the government or state-owned enterprises
- Shipping components or unfinished goods from Canada for final processing or assembly (*maquiladora* model)
- Licensing Canadian technology, know-how, or other intellectual property
- Establishing a franchise
- Co-marketing or co-manufacturing
- Using the host country as a springboard to neighbouring markets
- Securing financial contributions (an investment in the Canadian company or its operations) from sources in the host country
- Access to complementary capabilities in the host country such as:
 - R&D
 - technical know-how
 - manufacturing
 - marketing
 - other (specify)