

## Section C: Sources of Information Specific to Sub-sectors or Individual Products

*[This section should address available sources of written information about sub-sectors or individual products in the sector. Periodicals will include trade journals.]*

### Published sources

- books
- trade journals
- reports

### Unpublished sources

- studies and reports
- surveys

### Commercial databases

## CHAPTER 2: PRIVATE-SECTOR SOURCES OF INFORMATION AND ASSISTANCE

*[This chapter should focus on private-sector associations, companies and service providers that can offer assistance or information relevant to the specific sector.]*

### Section A: Business Associations

#### Canadian

- horizontal (Canadian Chamber of Commerce [CCC], Canadian Manufacturers' Association [CMA], Canadian Exporters' Association [CEA], Canadian Importers Association [CIA])
- bilateral (if relevant)
- sector-specific

#### In the target market

- horizontal
- bilateral (as above)
- sector-specific

### Section B: Key Companies in the Sector

*[Select a handful of companies in both countries that are significant in the sector either by virtue of size or some other distinguishing feature (unique technology, specific niche, strategic significance etc.). These should be companies that could be approached for information or advice.]*

#### Canadian

#### In the target market