

Primary Research in China

When you do get to China, some of your primary research will be done yourself by investigating first-hand whether your business proposal will be marketable there. However, you may need to hire someone locally to do additional research which you cannot easily do. Look for consultants that have plenty of experience in the Chinese market, good local contacts, and a proven track record of results for other businesses.

- The Canadian Embassy in Beijing and Consulates in Shanghai, Guangzhou, Hong Kong and Chongqing have information on hand and Trade Commissioners who can provide you with important market intelligence.
- Meet with appropriate consulting firms in China. Determine whether they can help you. You should consider both Chinese (State-owned and private) firms, as well as expatriate professionals facilitating foreign trade and investment.

Role of the Department of Foreign Affairs and International Trade - China Division

Working in conjunction with the Canadian Embassy in Beijing, the Consulates General in Shanghai, Guangzhou, Hong Kong and the Canadian Consulate in Chongqing, the China and Mongolia Division of the Department of Foreign Affairs and International Trade in Ottawa is able to provide important market intelligence to Canadian companies interested in doing business in China. While there are many officers in the Department who interface with China-related issues, a good first point of contact may be with the China and Mongolia Division, which has overall responsibility for Canada's trade and economic relations with China.

Working through an array of contact and market intelligence sources, the China and Mongolia Division can help you assess your potential target market, and provide advice on doing business, especially with matters relating to market access. The Division has a series of off-the-shelf briefs, including the 1998 edition of the *China Hong Kong Trade Action Plan*, which provide a general overview of Canada's relations with China. There are a number of sector specific market reports and these can be obtained through InfoCentre.

In order for DFAIT and the Canadian missions in China to help you better, it is imperative to provide as much information as possible regarding your business and your specific market interests. Of course this information is treated as commercially confidential. With these details, you can begin to tap into DFAIT's trade development network. Officers in the China and Mongolia Division are in daily contact with Canadian Trade Commissioners posted in China.

Your Trade Commissioner Service promotes Canada's economic interest in the global