

### **3. Include Association Profiles in "Strategis"**

Strategis, an extensive Web site managed by Industry Canada, is one of the primary sources of information for Canada's business community. Most bilateral business associations are not yet listed in Strategis. Associations should forward information and request that Industry Canada include a directory of associations in the Strategis database.

### **4. Encourage Inter-Association Contacts**

Trade, sectoral, bilateral associations would benefit from contact and potential cooperation and communication among themselves.

### **5. Propose that Associations Research their Membership Profiles**

It is apparent that the bilateral business associations have not collected detailed information about the businesses of their members. Data would benefit the associations, particularly in the targeting of their services. The parties to the survey could offer to cooperate on a joint survey development that associations would use separately to canvass their members.

### **6. Look into Representation of the Business Community in the Atlantic Provinces**

Firms based in the Atlantic provinces are significantly under-represented in associations' memberships. The associations should determine if the interests of firms in this Canadian region are being served, and if so, by whom. If they are not being served how can this be changed.

### **7. Funding from International Organizations**

Some associations have already obtained funding from international organizations. It would be profitable for associations to consider the circumstances in which cooperation with international organizations are viable.