

## WORK PLAN

### Foreign Affairs and International Trade (FAIT)

FAIT is an important resource for exporters. The department can provide valuable support to companies and associations in five areas: first, the collection and dissemination of market information and opportunities in foreign markets; second, helping Canadian firms in making contacts and establishing relationships with buyers and other industry participants in foreign markets; third, in assisting Canadian companies to position themselves to take advantage of market opportunities; fourth, in working to improve access to foreign markets, and finally in making companies aware of the many trade promotion activities carried out each year by the Department, alone or in cooperation with other government departments, through the annual preparation of "The International Trade Business Plan" (ITBP).

The collection and dissemination of information (market intelligence) has been identified by exporting companies as a priority service to be provided by the Trade Commissioner Service. Therefore the Trade Commissioner Service recognizes a need to continue and enhance its efforts in the following areas.

- Worldwide coverage by Trade Commissioner Service and industry. Japan and Western Europe are strong upcoming markets for value-added food products while secondary niche markets will continue to expand eg. Australia and Mexico.
- Detailed marketing studies covering quantitative and qualitative information on: market potential; growth rates; customer profiles; buyers' wants, needs and attitudes; distribution channels; market access requirements; the buying practices of chains, independents and the HRI trade; and business practices particular to specific markets.
- Systematize the collection, analysis, and dissemination of market intelligence. Investigate the benefits of increased use of commercial databanks, business newswires, electronic bulletin boards, newsletter services, electronic diskette and CD ROM directories.
- Develop an inventory of export ready Canadian manufacturers of value added food products and services (research, product characteristics, what value added and food export products exist, what quantities are available for export and is the company export ready or interested). Increase, maintain and update WIN company profiles.
- Develop a database by value-added food commodity and a profile of Canadian supply capabilities.