
Distant Contacts in Your Territory

- What are the more remote regions for which you are responsible?
- Is there much demand or interest among your clients in these regions and, if so, what kind of interest?
- What priority should you give to travel in this region?
- Are there honorary consuls? Should there be?

Business Environment

- What are the commercial habits and customs of this market?
- What seem to be the challenges to Canadian companies?
- What support mechanisms can the Post offer?
- What is the Post doing to assist Canadian companies?

Commercial-Economic, Political and Social Situation

- What is the state of the local economy?
- What elements of the trade policy system affect foreigners?
- Who are the main trading partners in this country, and in what sectors? Where does Canada place among them?
- What comparative and competitive advantages does Canada have in this market?
- Do local politics (federal, provincial, municipal) have an adverse effect on your program?
- Do you know the demographic and cultural fabric of the area: ethnic and religious situations, regional disparities, political climate, etc.?

Don't confine yourself to your office because you lack information . . .

Get out and look for it!
