



Annex B shows you how to use TRIO to identify companies who have registered with the VTC or how to simply mine TRIO for companies who may not have registered for a VTC.

2.2 Using HorizonsVTC

HorizonsVTC enables you to access a VTC page where you can see what your client sees, according to your market and your sector. Thus, this useful tool enables you to customize your CAI. You can access HorizonsVTC through the option “About TRIO and VTC” on Horizons.

HorizonsVTC enables you to visualize a list of companies that expressed an interest in your market and sector. This research can be broadened if needed, e.g. to neighbouring countries.

HorizonsVTC also includes a feature named “Invitation to register to the VTC”, whereby you can send an e-mail to a prospect, and provide him/her with information on the VTC. Such an invitation is a powerful way to obtain more information about a prospect. However, before you send it, it is important to ensure that the prospect meets the criteria of a TCS’ client, so he/she can indeed obtain a VTC.

2.3 Other Sources of Information and Databases

You may wish to supplement your search with other company databases and lists. The potential pitfall with using other lists and databases is that they likely will not contain specific, personalized information on the company’s activities which you require to make the contact successful. Some other potential sources of information you may wish to use include:

- ◆ Partner-client company lists (e.g. Strategis-Canadian Company Capabilities, AAFC)
- ◆ Team Canada Division Team Canada Invitation lists
- ◆ Outreach follow-up lists
- ◆ Bilateral association lists (e.g. Canadian-German Chamber of Commerce)
- ◆ Trade association lists (not likely to provide company activity or interest in your market)

Post Example:

Using all VTC registered companies Canada-wide, interested in their market, they yielded 62 companies, in the following sectors:

◆ ICT:	15
◆ Aerospace and Defense	3
◆ Agriculture, Food and Beverage:	7
◆ Automotive:	1
◆ Building Products & Construction:	6
◆ Arts & Cultural Industries:	6
◆ Services & Capital Projects:	3
◆ Environmental Industries:	4
◆ Health Industries:	9
◆ Oil and Gas:	2
◆ Tourism:	6

Based on officer workload, the post limited the CAI to the top 50 companies which, were reviewed and deemed to have the greatest potential to succeed in the market, regardless of sector.