

a sectoral basis. Whereas market information is generally assembled from published sources, intelligence is acquired largely through personal contact and business relationships. Market intelligence tends to have a very short life span and is not usually pre-packaged. It is closely targetted and generally seen as value-added to pre-existing market information.

Market Information	Market Intelligence
Sectoral focus	Focused on individual companies
Available to any Canadian business	Provided to companies or groups of companies
Medium-term relevance	Short-term relevance
Prepared from published information, available at a distance	Prepared from close contact with personal sources
Can be assembled quickly, with little preparation	Requires pre-established network of contacts
Moderate added value from TCS	High added value from TCS

The Team Canada Concept

The Team Canada concept, introduced by the Prime Minister in 1995, underlies the new approach to trade promotion. It stresses the use of the Trade Commissioner Service as the delivery arm for coordinated trade promotion efforts by various federal government departments.

Members of Team Canada abroad have the job of stimulating the demand for Canadian products and services and matching Canadian sellers with the opportunities they discover. To do so, they must build contacts and sources of information within the local business community. Thus, the team members abroad are the eyes, ears and voice of the Canadian business community in Mexico. Their role includes the following specific functions:

- identifying and assessing emerging markets;
- improving Canadian access to those markets; and
- providing market intelligence and support in Mexico.

The Department's Team Canada partners are other federal government departments, including Industry Canada, Agriculture and Agri-Food Canada, ACOA, FORD Q and WD, as well as provincial governments. Those team members have a mandate to ensure that exporters become *export-ready* before they leave Canada. This means helping companies to understand Mexican markets, to assess their own capacity to export, and to learn the procedures and logistics of exporting goods and services. Among other things, this includes the delivery of market information prepared by DFAIT to end users.

The new business model is based on the assumption that the domestic team members will achieve their goals. At the same time, it recognizes that the Team Canada approach is equally dependent for its success on the work of team members abroad.