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- Who are the major international competitors in the country, especially in the sectors identified as priorities for your Post?
 - Are international joint ventures, strategic alliances, technology transfers, or investment major factors in this market?
 - Is bilateral (e.g. EDC, CIDA) and/or multilateral (IFI) financing key to doing business in this market?

CANADIAN CLIENTELE

Private Sector: The Key Firms

- Have you contacted the key firms active in the territory?
- What is their existing relationship with the Post?
- What can you do to assist them? What are their expectations?
- How can they assist you?
- Are there trade irritants and market access issues you need to understand?
- How do these firms do business locally (agents, subsidiaries, direct sales, etc.)?

Private Sector: The Key Sectors

- Have you contacted the companies and business associations involved in these sectors?
- Is there a link between the key Canadian exports to this market and the priority sectors for trade promotion?
- Is there a correlation between the market's major sectors and Canadian capabilities?
- Are you sufficiently informed about Canadian capabilities in these sectors?
- Do market access issues affect key sectors?

Provinces

- Which provinces have trade promotion activities targeted for your region?
- What are their priorities?
- Are you aware of their trade promotion funding mechanisms?
- What is their existing working relationship with the Post?
- Are there any trade policy issues in which provincial governments have been involved?

Export Development Corporation (EDC)

- Are they on or off cover for financing and insurance?
- Do they have lines of credit available?
- Is either debt rescheduling or debt recovery an issue?
- What is their ceiling for new transactions?
- Can they help you identify sources of commercial financing?
- Are you aware of their economic risk assessment of the market?