

3. Coordinating the Common Activities of Associations and DFAIT

Networking Meetings

With their knowledge of the business community, associations could be a source of contacts in the Canadian private sector. They provide access to key political and business contacts in Canada and the target region(s).

Matchmaking and searching for opportunities

The Department offers this service through its International Business Opportunities Centre (IBOC) and its offices abroad. Business people could benefit from better channels of communication between this service and the associations. The associations could identify potential partners, support matchmaking and put companies in touch to promote partnerships.

Trade missions, organizing trade promotion events and follow-up to trade promotion activities

These possible revenue-generating activities are also areas of coordination between the associations and DFAIT. To an extent, this is already being done on a case-by-case basis but not with any consistency or formal policy within the Department.