

Market Intelligence and Market Information

Market Intelligence and Information (MI/I) is the most important service provided by Canadian posts abroad. This is the message the Canadian industry has repeatedly been giving the Government. It is also the overwhelming conclusion of a survey of Canadian businesses conducted in the spring of 1993.

Market information is the knowledge used to DEVELOP a business strategy. Often it is of a general nature, found in the public domain and not very time sensitive.

Market intelligence, by comparison, is the time-sensitive data companies rely on to be able to IMPLEMENT their business strategy.

There is no distinct line which can be drawn between these two concepts. Rather, it could be thought of as a continuum ranging from in-depth market studies and country overviews to hard business leads and competitive intelligence all the way