

## Market Intelligence: A New Emphasis

"... our business IS, and always has been market intelligence..."

By Stéphanie Allard

*Heeding a very vocal demand from the Canadian business community, market intelligence/information (MI/I) appears to be the new priority which is being set for the trade commissioners. The handwriting is on the wall, but what is on the writer's mind? We have asked some of those who know best: John Treleaven, Director General TOD, Astrid Pregel, Director TPP and Fred E. Oxtoby, Deputy Director TOSM.*

### John Treleaven, Director General, Trade Planning and Operations Bureau (TOD):

Market intelligence. We and our Canadian business clients have always considered it our most valuable product; we must deliver more of it to make businesses willing to act on it. We are Canada's largest overseas market intelligence network (124 trade posts), delivering analysis of competitive forces, business leads, strategic advice and local contacts. To get these is to strike gold, and the essence of the Trade Commissioner's mission is to bring in these "Golden Nuggets". MI/I is linked to a successful trade development plan. An imaginative focused TDP will place in the minds of local decision makers one question: "Why not Canada?". With this question as a motivator, these individuals become contacts for Canada as they seek us out.

### Astrid Pregel, Director, Trade Information Systems Division (TPP):

Market intelligence and market information represent a continuum, from

highly sensitive, timely intelligence which will enable a company to make a deal, to the general market information it needs to develop an international marketing strategy. Our clients, the Canadian business community, have told us that market intelligence is the primary service they expect from Trade Commissioners. Our business IS, and always has been, market intelligence. The purpose of the recent Task Force on MI/I was to develop recommendations to improve our ability to deliver timely, useful intelligence and TPP has been charged with the development of MI/I policy required to implement these recommendations. Trade staff in Ottawa and abroad can expect to hear from us frequently over the coming months, as we seek their input for the evolving policy process.

### Fred Oxtoby, Deputy Senior Advisor, Sectoral Liaison Secretariat (TOSM):

We have planned a 3-step approach for the collection and dissemination of MI/I. First, we inform posts about Canadian capability on a sector-by-sector basis through the publication of directories. Second, we ask selected posts to provide us with information on market opportunities in their territories. This information is packaged as Global Market Opportunity Reviews and provided to Canadian companies. Finally, to close the circle, we ensure, through the ITBP, that potential exporters are well aware of all Government activities and services available to assist them in their international marketing efforts. The ultimate goal is to provide both the foreign buying community and Canadian companies with "actionable" market information.

*It is easy to conclude from these comments that "intelligence" will be the key word for the immediate future. It is important to underline, also, that this is not perceived as a new tack, but as a new emphasis on what is, and has always been, the essence of the TC's mission.*



NO. THEY'RE NOT SADDLEBAGS, BUT SOLAR CELLS  
TO POWER OUR NOTEBOOKS!

\* YCDBSOYA? George Hees' cufflinks 1960-63. See next issue