

1.2 What is an opportunity?

As a trade commissioner, you are responsible for identifying, qualifying and presenting potential business opportunities in foreign markets to Canadian companies and organizations.

When identifying qualified local contacts, you should consider opportunities such as:

- ◆ New geographic markets for Canadian companies;
- ◆ A variety of new vertical markets or industry segments Canadian companies may want to enter;
- ◆ Development, production, R&D and S&T opportunities;
- ◆ Reseller and strategic alliance opportunities;
- ◆ Material supplier and/or vendor opportunities;
- ◆ Matchmaking, business leads and sales;
- ◆ Regulatory intelligence, opportunities and threats, such as new laws, legislations and requirements;
- ◆ Procurement, local or through International Financial Institutions;
- ◆ Partnerships with local or third-party country companies to bid on local projects or third-party country projects; and
- ◆ Other investment prospects.

1.3 Who to contact in the local market?

It is important to carefully select who you call. You will have more success achieving your goals if the person you speak with can make decisions related to the opportunities identified within their organization. Specifically target:

- ◆ C-level executives (i.e., Chief Executive Officer, Chief Information Officer, Chief Financial Officer, Chief Technology Officer);
- ◆ Vice-President (V-P) level executives or Senior V-Ps;
- ◆ Business or general managers;
- ◆ Division or unit manager;
- ◆ Procurement managers;