



## 4.0 SOURCES OF ADVICE IN CANADA

There are many sources of information and advice right here in Canada. Some are listed below and others can be found in APPENDIX A of this booklet.

### 4.1 USING YOUR KNOWLEDGE AND BUSINESS EXPERIENCE

Your own knowledge and business experience are probably the best guide to the most promising countries and companies to target for an investment mission. You may already have some particular firms or intermediaries in mind. If not, you should consult other sources of information.

### 4.2 LOCAL SOURCES OF INFORMATION

Local sources of information include:

- **Canadian business associations**

The Canadian Chamber of Commerce, the Canadian Manufacturers' Association, the Canadian Exporters' Association, etc. can probably provide you with information about your target country.

- **Businesses that have been there**

Other companies with overseas links are usually ready to give you advice based on their experiences and contacts.

- **Legal and financial firms, Canadian banks, and consulting companies**

Businesses with offices in your target country can put you in touch with their associates. The same is true of Canadian branches of foreign banks. These institutions can also provide you with *letters of introduction and recommendation*.

- **Foreign embassies and consulates in Canada**

They can provide you with both general tourist information and business-specific materials.

- **Local libraries, universities and community colleges**

These are all good sources of background information about the target country and its commercial infrastructure.