

Investment and Technology Flows

- Is this or should it be an important element of the Trade and Investment Development (TID) plan?
- Is there complementarity between the trade and investment activities as components of an overall business development program?
- What is and is not being done?
- What are the expectations of clients (private sector, other government departments, provinces, etc.)?
- Are you working with other stakeholders?

Business Visitors

- Have your business visitors come well-prepared? Has the Post, geographic, province or International Trade Centre assisted in the process?
- Have they come for general market information or for specific market intelligence?
- Is there a system in place to assist in their preparation?
- Are business visits to the mission a result of economic or market developments in the host country, or the result of promotion in Canada?
- Do visitors tend to return a second time or more? If so, do they continue to rely on the Post for services?
- Do the visitors represent sectors that you believe have potential in your market?
- Do you feel overburdened by the services you and your staff are asked to provide?
- Do you brief trade missions on arrival and debrief them afterwards for market intelligence?
- Is enough visit follow-up being undertaken by the Post within the host country and with Canada?

Economic Analysis

- What are you doing that is already being done elsewhere?
- Are you providing greater insight than that readily available elsewhere?
- Is there an interested clientele in Canada?
- Do you have the resources and ability to do it?
- Has it been done in the past? How? By whom?
- Will it add value to the delivery of your program? To the realization of the overall mission objectives?

Corporate Liaison Program

After the introductory calls you made upon arrival, have you and your team become desk-bound or do you have an active corporate liaison program?

- Do you have access to the right people and the right level of people?
- Is the Head of Mission being used effectively?