

Business News

[This would focus on items that may be of interest to Canadian business people looking for opportunities in the target market. These items would not necessarily feature only Canadian companies doing business in the target market. Canadian firms will also be interested in what their competitors are doing.]

- Major business announcements (mergers, purchases, joint ventures, contracts issued etc.)
- Announcements of major government procurement initiatives
- Government policies to promote certain sectors, industries, or infrastructure development

Institutions

[This section would familiarize Canadian business readers with institutions in the target market that are in a position to provide them with different kinds of help. A different institution might be featured each month.]

- Government agencies
- Research institutions
- Chambers of Commerce
- Providers of business information about the target market
- Providers of other business services

Sources of Information and Assistance

[This section could feature new books, periodicals, directories and databases, or business intermediaries that could help companies find out about the target market or do business there. The key is to refer readers to an address or telephone number through which they can obtain the item or make contact.]

Meetings and Exhibitions

[This section would be devoted to announcements of the most important upcoming trade fairs and exhibitions. A criterion for selection would be either that the trade fair has been targeted by DFAIT, that it will have significant Canadian participation, or that it is in a sector that complements Canadian capabilities or is strategically significant to Canada. The information given would, at a minimum, include particulars about the trade fair, e.g. the name of the trade fair, date, sector, and a contact for further information.]

Legislative Update

[This section would focus on changes to any laws or regulations that affect the conduct of business between Canada and the target market.]

- Tariffs or changes to customs rules and procedures
- Tax rules and interpretations
- Travel (visa requirements, work permits, accreditation)
- New technical standards
- Special rules governing particular sectors

In Review

[A final section (or sidebar) could be added to the back page of the newsletter to specify or recap critical information.]

- Exchange rate
- Interest rates
- Upcoming events or promotional activities