
***Your priority upon arrival is to establish
a network of contacts***

LOCAL ENVIRONMENT

Public Relations

- Who in the community should be informed of your arrival?
- How do you announce your arrival and become known?
- What representational events should you organize?
- Is it possible to use the media to make yourself known?

Partners of Canadian Companies

- Who are the main partners of Canadian companies? What are their interests, strategies and objectives? How do they compare to the strategy and objectives defined by the Canadian partner?
- What information could they provide on how to do business in this country/region/sector? What are their observations on the challenges to Canadian companies, and where do the problems seem to lie?

Potential and Future Customers

- Who are the distributors, agents, and current and possible clients for Canadian companies?
- Is there a list of these clients?

Other Local Groups

- Where does most business come from: the private sector or the public sector?
- What are the main associations involving contact between Canadian and local business people?
- What are the holes or gaps in the Canadian network?
- Who are the key officials in the local departments? For which of your files are they important?
- Who are the other local people likely to be useful at various personal and professional levels: attorneys, accountants, bankers, academic experts, local representatives of international financing institutions (IFIs), and other diplomats?