

(2) Researches and compiles both general and specific market studies and statistical summaries relating to Canadian trade in the territory for the information and guidance of Canadian businessmen and for departmental reports by:

20%

- researching office records, trade publications and surveys,
- establishing a broad network of information sources and through telephone, personal visits, and correspondence with business firms, collating all relevant economic information required to provide as accurate and complete a report as possible on the market potential of the commodity concerned,
- collating import/export statistics gathered from official records, trade, press, periodicals, newspaper clippings etc. by regular scanning of local newspapers, periodicals, trade publications and government commodity files to maintain an up-to-date awareness of local, regional, and Canadian conditions.

(3) Recommends, initiates, implements and controls marketing programs and promotions to exploit the local potential for Canadian goods and services by:

20%

- applying the background obtained through the activities of Sections 1 and 2 above,
- identifying new demands and growing potential for specific goods or services,
- encouraging and organizing business visits by Canadian firms whose products have potential in local markets,
- identifying, proposing and manning trade fairs which are appropriate marketing tools for Canadian products,
- recommending, organizing, interpreting for and reporting on suitable trade missions,
- assessing the business connections best suited to the requirements of Canadian visitors and organizing and implementing a balanced program of appointments with government officials, local firms, associations, consultants and other relevant organizations,
- accompanying business and government visitors on appointments in a liaison capacity, to obtain information for general use of the office in the future and to act as an interpreter if required,