

2. Suggested Activities for DFAIT

Profiles of associations

Association profiles should be readily available to Canadian business people and to employees at the various government points of service.

Market intelligence

Market intelligence is key to the success of members being in the position to benefit fully from new business opportunities. Due to the high costs associated with producing market reports, associations cannot effectively deliver these tools. They recommend that the Department continues to dedicate increased funding to the production of timely market reports.

Companies in the Atlantic provinces

The Atlantic provinces are significantly under-represented within the associations. It would be worthwhile to explore who is representing the interests of companies in this region of Canada.

Outreach activities with embassies

Embassies could outreach to specific bilateral business associations to involve their members in seminars, conferences, fairs in their territories. Also, when trade commissioners are on outreach programs within Canada, contact should be made with the bilateral business association to arrange meetings with their members as well as to use them when prominent foreign visitors tour within Canada.

Setting up offices abroad

Embassies and trade commissioners could assist Canadian bilateral business associations establishing a local affiliation. This however will be dependant upon the size and budget of the association.