



- ◆ Business owners; and
- ◆ Managing partners and managing directors.

Keep in mind that you need to identify the best target according to the specifics of the Canadian interests you are representing. Examples include a V-P Corporate for investment plans, or a Procurement Manager for Canadian suppliers.

1.4 What does it take to develop a network?

Successful trade commissioners are goal-oriented individuals who want to secure business opportunities for Canada. They also value their local contacts, and want to help Canadian companies above and beyond securing a single deal.

Demonstrate that you are genuinely interested in your local contacts. Ask questions, take notes and actively listen to show that you are engaged. Although your focus is on creating partnership opportunities for Canadian companies, it is only by being empathetic to the needs and wants of local contacts that you can build a network of willing local participants.

Networking Best practices

- ◆ Collect specific information on local companies to properly respond to partnering requests;
- ◆ Identify potential partnering opportunities that can benefit the local contact financially;
- ◆ Understand both the internal and external environments in which the targeted local contact operates (i.e., type of operation, administrative structure, objectives, as well as an inventory of products and services);
- ◆ Understand the short, medium, and long-term priorities of the targeted local contact;
- ◆ Understand the decision-making process of both the local contact and the Canadian company;
- ◆ Visit the facilities of the local contact. If possible, during Outreach missions, visit the facilities of its potential Canadian partners; and
- ◆ Follow up in a timely fashion.