

► Market Research

Visit the market in question for the purpose of:

- interviewing Canadian Trade Commissioners
- meeting key end user agencies and companies
- interviewing major agents/distributors and all of those who represent Canadian firms
- ascertaining plans of locally based international financing institutions for major projects coming on stream
- calling on local sales/service facilities of Canadian companies

► Recommendations to Industry

- background
- appraisal of foreign and local competition
- general market assessment, quantitative and qualitative
- index of reputable local agents/distributors
- listing of forthcoming major projects
- listing of forthcoming trade fairs
- EAITC promotional projects for the area
- recommendations on the "sector at large" future promotional activities
- recommendations to individual Canadian firms regarding business potential
- recommendations on JVs and technology transfers, joint bids, etc.
- recommendations on export market consortia

- ii) EAITC as the government department responsible for international trade will continue to carry out its coordinating role of all matters under its mandate. A form of an interdepartmental advisory committee will be established, which will include representation from GIAC
- iii) Establish guidelines for Canadian participation in bidding on large projects. Consider optimum number of companies to pursue the same business opportunity. Avoid supporting too many Canadian firms competing against each other to the detriment of the sector. Encourage formation of Canadian consortia.
- iv) It is recommended that all Canadian government scientists attending symposia, conferences and participating in government to government technical/scientific activities be requested to engage in market intelligence and to disseminate pertinent information to industry.