

Section C: Sources of Information Specific to Sub-sectors or Individual Products

[This section should address available sources of written information about sub-sectors or individual products in the sector. Periodicals will include trade journals.]

Published sources

- books
- trade journals
- reports

Unpublished sources

- studies and reports
- surveys

Commercial databases

CHAPTER 2: PRIVATE-SECTOR SOURCES OF INFORMATION AND ASSISTANCE

[This chapter should focus on private-sector associations, companies and service providers that can offer assistance or information relevant to the specific sector.]

Section A: Business Associations

Canadian

- horizontal (Canadian Chamber of Commerce [CCC], Canadian Manufacturers' Association [CMA], Canadian Exporters' Association [CEA], Canadian Importers Association [CIA])
- bilateral (if relevant)
- sector-specific

In the target market

- horizontal
- bilateral (as above)
- sector-specific

Section B: Key Companies in the Sector

[Select a handful of companies in both countries that are significant in the sector either by virtue of size or some other distinguishing feature (unique technology, specific niche, strategic significance etc.). These should be companies that could be approached for information or advice.]

Canadian

In the target market