
Your customers . . .

do they know what they want?

Do you stop to consider the relative importance of their needs?

Market Access and Trade Irritants

- Are market access and other trade policy activities recognized?
- Can you identify market access barriers?
- Have you encountered a significant number of trade policy issues in sectors of interest to Canada? If so, do you believe that you are dealing with them effectively?
- Are Canadian companies well informed as to market access barriers and other trade irritants (e.g. tariffs)? Can you advise them on the access issues and dispute settlement mechanisms?
- Have these been incorporated into the Trade and Investment Development (TID) planning process?
- Does the market intelligence you and your team produce include information on market access barriers and trade irritants?
- Does Headquarters provide sufficient guidance toward the resolution of trade policy barriers?
- Do you have contacts in the territory that provide information on trade policy issues and can help in their resolution?
- Are you keeping trade negotiators and other trade policy players (divisions and posts) routinely informed of barriers to Canadian business interests?

Market Information and Market Intelligence

- How is it being collected and distributed?
- Do you believe the Post is providing sufficient intelligence?
- Is this information timely?
- Are the market reports duplicating readily available material?
- Are these reports being disseminated properly to Canadian companies, other posts in the region, provinces and so on?
- Do the market reports concentrate on sectors of current export interest or sectors with future potential?
- Are you receiving or soliciting any feedback from clients?
- Do you make optimum use of CanadExport and InfoEx?