

APPENDIX: FORMAT FOR A BUSINESS UPDATE

[The items gathered as part of the business environment analysis could be processed and packaged under the following headings which could appear in a regular newsletter devoted to the target country.]

Headlines

[The first section would contain key political news items having a direct bearing on business or the business environment.]

- Changes in government
- Major government announcements
- New policy directions
- International agreements
- Relations with international organizations such as the World Bank, IMF, etc.
- Diplomatic visits

Economic News

[This section offers an up-to-date summary of how the target economy is performing.]

- Statistics on current economic performance
- Projections of expected future performance
- Major economic announcements
- Occasional statistics on items such as productivity, consumer spending, sectoral markets, etc. when these statistics are announced and are significant

Sector Feature

[During each issue, this section would highlight a different economic sector.]

- Unusual activity
- The attention of the local government has focused on it while it is being developed
- Because it complements Canadian capabilities
- Because of some recent, large transaction that has changed its structure (e.g. privatization, foreign purchase, merger, etc.)

Relations with Canada

[Items here would focus on relations between Canada and the target market.]

- Business missions in both directions
- Special bilateral business events e.g. conferences, trade shows, etc.
- Exchanges, training programs etc.
- Activities by business groups e.g. bilateral councils, associations, etc. from the two countries