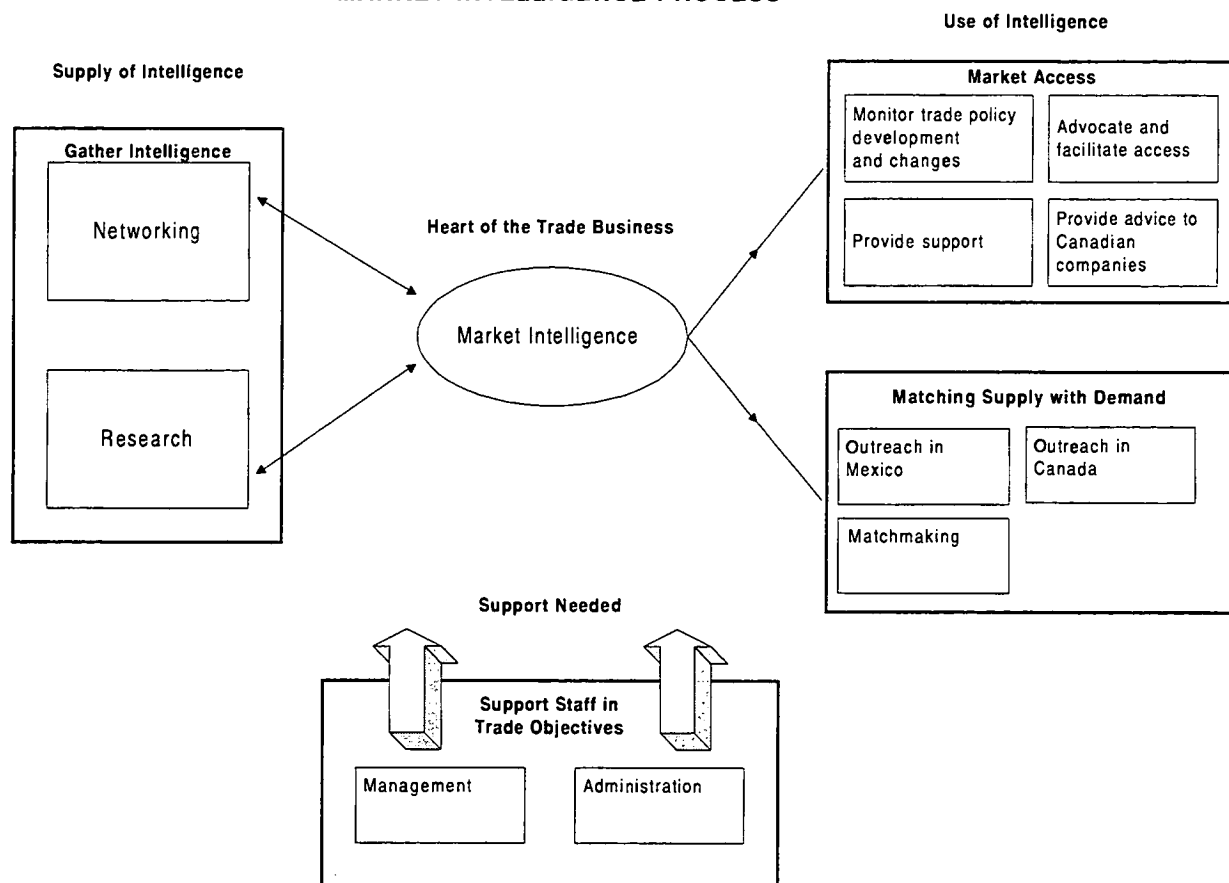


## MARKET INTELLIGENCE PROCESS



### Targetting Intelligence-Gathering Activities

Members of the Trade Commissioner Service have limited resources to cater to a growing number of requests for service. Moreover, market intelligence is very difficult to acquire without first developing a network of contacts. This means that networking activities need to be concentrated in priority sectors. An initial group of priority sectors are identified in the *Trade Action Plan for Mexico* and they are listed in an accompanying table. Staff of the Trade and Economic Program must regularly review the situation and stay abreast of important developments in other sectors. Close collaboration with other members of Team Canada can help to identify sectors where Canadian capabilities are most closely matched to Mexican needs. In particular, this will require regular contact with the Mexico Division (LMR) and the T-Branch.

The interaction with other members of Team Canada can be accomplished using effective communications mechanisms within DFAIT. While the Trade and Economic Program ensures a presence in Mexico, DFAIT in Ottawa provides the link to Team Canada. Market information will be used to review the relevance of Mexican sectors in terms of opportunities for Canadian companies. Market intelligence will be used to flag events which may have an impact on Canadian business in those sectors.