

b.) Market Strategies:

Provide any new information obtained that would help Canadian companies enter the market and explain the elements for success. This subsection should focus on both the event participant's views of successful strategies as well as the reporting officer's views.

c.) Market Opportunities:

Market opportunities identified either by the participants or the Reporting Officer which cannot/will not be addressed by the participants. Some opportunities may fall under the definition of market intelligence if they are time sensitive and not for public dissemination.

B.) Market Intelligence:

Fairs, Missions and Conferences are excellent venues to pick up MI/I, particularly export opportunities. Companies who normally jealously guard their marketing plans go out of their way to discuss, even openly display them at exhibitions. Company managers and government officials are often very open about their plans in face to face interviews at conferences or meetings. Interest shown by fair visitors in a new technology or product is important competitive intelligence. All of this information/intelligence will be of great interest to potential suppliers or partners or Canadian competitors.

Market Intelligence obtained at the event should be reported in the event reporting format but it should not be limited to the format. By definition, MI is time sensitive and should be targeted to those who need to know. It should be sent as a separate message to companies the post knows will be interested. If the post believes distribution should be extended to a broader audience than those companies they identify, they should copy TOS. TOS will provide the information to the Sectoral Expert Groups for assessment and onward transmission to those companies who need to know.