

## **Management expertise and experience**

A study commissioned by The Conference Board of Canada in 2008 concluded that, while the age of an organization does not determine international success, the experience and expertise of its management team count for a lot. In assessing a client's commitment, you should gauge the previous international experience and relevant qualifications of the management team. Not only should clients have management expertise but they should also be able to show that they have the capacity to supply or expand to meet increased demands resulting from the internationalization of their activities.

## **Sustainable competitive advantage**

A client can be considered to have a sustainable competitive advantage in a given market if some or all of the following conditions are in place:

- The client enjoys preferred market access through a bilateral or regional trade agreement.
- Canadian goods and services have a better reputation than those of competitors.
- There is an absence of or weakness in local and foreign competition.
- The client's products and services are better suited to local market conditions than those of competitors.

## **Support of Partners**

The support provided to a client by TCS partners can be indicative of a clients' high-potential in a given market. Partners include, but are not limited to, Export Development Canada, the Canadian Commercial Corporation, Natural Resources Canada, the Atlantic Canada Opportunities Agency, Western Economic Diversification, Canada Economic Development, provincial governments, municipalities and other government departments (OGDs).

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