

In brief

Association members require training in order to:

- deal with cultural differences;
- acquire the techniques and knowledge necessary to do business abroad;
- develop the means to deal with international competition; and
- get access to financing.

Association members need information on:

- markets and market opportunities;
- trade regulations and rules of access;
- Canada's bilateral relations with their target country or countries;
- sources of financing and funding programs;
- local structures and infrastructures (the banking system, bureaucracy, political risk actors, the economic environment);
- cultural norms (social mores, traditions and customs, etc.);
- the best partners to choose; and
- procedures for obtaining visas, etc.