

Team Canada Market Research Centre Key to Unlocking Foreign Markets

Market intelligence and information is critical to any business, and especially to exporters. Canadian exporters need reliable, up-to-date information on foreign markets to compete successfully abroad. And they need to know what is happening in their specific subsector in key markets.

That's why the Department of Foreign Affairs and International Trade (DFAIT) created the Team Canada Market Research Centre. An integral part of the federal government's Jobs Strategy, the Centre produces a full range of market reports to help Canadian exporters identify foreign market opportunities.

The Centre works with National Sector Teams, trade associations and other industry groups to understand exactly what market intelligence and information exporters need most. Then it ensures that information is compiled and distributed to exporters in a form that they can use easily and effectively.

Meeting information needs

The Market Research Centre was established to respond to the needs of Canada's exporters, who have told the government that they require short reports that focus on specific subsectors and product or service niches. Approximately 400 market reports will be produced each year.

Market snapshot

Market reports provide a quick snapshot of the opportunities in a specific market for a specific product or service. Centre staff obtain the latest commercial and political information from many sources, including on-line databases and existing government market studies. They also help

Continued on page 5 — Team Canada

Market Intelligence Division: At the Crossroads of Market Intelligence

In addition to operating the Team Canada Market Research Centre, the newly formed Market Intelligence Division assists DFAIT's posts abroad to gather market intelligence and information. The Division works closely with National Sector Teams, associations and other industry groups to analyze and determine the market intelligence and information needs of industry, which it relays to Canadian missions around the world.

Divisional officers ensure that the information gathered by the posts gets to Canadian exporters in a timely and accurate manner. At the crossroads between the private sector, domestic and foreign missions, International Trade Centres and other government departments, the Division is dedicated to providing industry with the information it needs to compete successfully in foreign markets.

The Market Intelligence Division also carries out a host of other important activities designed to assist Canadian exporters, including outreach and training with industry associations, and consultation on international business strategies, as well as serving as a point of access for trade and sector-specific information, advice and referral.

In addition, the Division manages the Special Activities component of DFAIT's Program for Export Market Development. This program assists national trade or industry associations in activities related to the generic promotion of the association's products or services, improved market access, or the generation of market intelligence and information for the benefit of the industry.

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