

Follow-up to trade promotion activities

The associations point out that the government does not have the human resources to follow-up trade promotion initiatives. This is an area of responsibility to be considered by associations.

Networking and matchmaking service

This is a service that companies would be willing to pay for. To provide this service, the associations need local partners in Canada and in the foreign market. (DFAIT also assists in matchmaking and contract searching. Please see point 3. "Coordinating the Common Activities of Associations and DFAIT".)

Organizing trade fairs

Associations do represent Canadian companies at trade fairs. This is an area for expansion.

Training

Although the associations themselves identified training as one of their members' foremost needs, virtually none provide training services. Given the low rate of response to questions about members (an average of 34 percent of survey respondents abstained from these questions), compared with the response rate to all the other questions (five percent abstained), it appears that the associations are not sufficiently aware of their members' needs to identify the particular types of training they would be willing to pay for.

Consulting on trade issues

Associations could use their knowledge of target markets and the business community in Canada and abroad for consultation on specific issues such as investigating companies' credibility and offering recommendations on foreign companies.

Associations could offer to their members a list of foreign companies they would recommend as good potential business partners as well as offering a credibility report of the financial capacity of the foreign firm.

Catalogues

Associations could develop catalogues of members' products and services being offered for promotion in targeted markets.