

PARTNERING STRATEGY

<p>Partnering Objectives: <i>What do you want a partnership to provide in the target market?</i></p>	<ul style="list-style-type: none"> <input type="checkbox"/> market access <input type="checkbox"/> familiarity with local conditions, culture and business practices <input type="checkbox"/> proprietary technology <input type="checkbox"/> human resources (with specialized expertise) <input type="checkbox"/> capital <input type="checkbox"/> manufacturing facilities <input type="checkbox"/> distribution channels <input type="checkbox"/> other
<p>Partner Profile: <i>In which of these areas does your company have needs or deficiencies?</i></p>	<ul style="list-style-type: none"> <input type="checkbox"/> human resources <input type="checkbox"/> information <input type="checkbox"/> contacts <input type="checkbox"/> operations <input type="checkbox"/> distribution <input type="checkbox"/> marketing <input type="checkbox"/> financial <input type="checkbox"/> knowledge of market <input type="checkbox"/> time
<p>Evaluation Criteria for Potential Partners</p>	<ul style="list-style-type: none"> <input type="checkbox"/> market knowledge <input type="checkbox"/> manufacturing capacity <input type="checkbox"/> technological capabilities <input type="checkbox"/> location <input type="checkbox"/> human resources <input type="checkbox"/> financial strength
<p>Issues for Negotiation</p>	<ul style="list-style-type: none"> <input type="checkbox"/> complementarity <input type="checkbox"/> co-operation <input type="checkbox"/> organizational capability <input type="checkbox"/> measures to establish confidence <input type="checkbox"/> approach to customer service <input type="checkbox"/> financial contributions <input type="checkbox"/> level of risk accepted <input type="checkbox"/> reinvestment criteria <input type="checkbox"/> deployment of human resources

Source: Export Market Access Tool, Latin America and Caribbean Trade Division, Department of Foreign Affairs and International Trade