

D.) Recommendations:

This section allows the reporting officer to indicate whether or not the event should be repeated and why, what changes should be made to the "product mix" of participants, what activities should or should not be repeated, what other activities or events should be initiated, improvements to planning, stand location, mission itinerary, etc.

Part 2 (Annex B-2)

Market Information and Intelligence: MI/I

This is the most important part of the report. The following topics should be addressed in reporting on MI/I derived from the event.

A.) Market Information

Market Information assists Canadian business to develop an export strategy, it is usually not as time sensitive as specific intelligence and it is likely already in the public domain. A recent market study should be available, so this section should focus on information obtained at the event on the following topics:

a.) Market Trends:

Market trends encompasses areas that deal with the dynamism of a market (changes in technology, investment, deregulation, etc.). The information required is:

- i) Growth - is the market growing, declining, or flat. Provide any evidence obtained at the event.
- ii) Identification of New Products/Technologies/Services - new products, services and/or technologies exhibited or identified that may have an impact on Canadian companies now or in the future.