

Trade missions are an excellent vehicle for exploring new markets and expanding and maintaining established markets. However, trade missions take considerable resources, and it is important to efficiently maximize your company's time and efforts at these events. One aspect of this is to prepare for your visit into the market and STEP's Market Intelligence Unit can assist your company with this. Whether preparing a brief on the market or generating leads lists, these are some of the information needs that STEP's Market Intelligence Unit can help with prior to your mission.

Company's attending trade missions should get their requests in at least 8 weeks prior to the start of the show to allow for completion and timely delivery ahead of the event.

Examples of types of reports we provide ahead of trade missions include, but are not limited to:

- Market assessments and overviews
- Competitive intelligence and analysis
- Potential customer, manufacturer, dealer & distributor lists
- Exhibitor Analysis/Review
- Political risk analysis
- Tariff and regulatory information

Major Databases STEP subscribes to:

- Emerging Market Information System
- D&B Hoovers
- Import Genius
- Global Trade Tracker
- Crunchbase
- Mining Data Online
- International Strategic Analysis
- LinkedIn Sales Navigator
- Mintel GNPD
- Euromonitor (Food Only)
- IBIS World (North America Only)

MI Service Allocation

- STEP Pre-Market Members – 25 hours per fiscal year (April 1 – March 31)
- STEP Regular Members – 50 hours per fiscal year (April 1 – March 31)
- STEP Premium Members – 100 hours per fiscal year (April 1 – March 31)

Getting Started

To discuss your potential research requirements please contact Jeff Thackeray, Director, Market Intelligence directly at 306-787-4103 or by email at jthackeray@sasktrade.sk.ca.

