

Canadian Business Research Resources

This report aims to provide useful sources of information for conducting Canadian business research. It is geared towards independent research professionals and companies both within and outside of Canada that want to find information about Canadian businesses, markets, and industries. The emphasis is on free or low-cost information resources that are available online.



Part of the FUMSI Regional Research Series

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Author Profile



Christine Hamilton-Pennell, M.L.I.S, M.A.R., is Founder and President of Growing Local Economies, a company that provides training, consulting, and research to communities developing local entrepreneurship support initiatives. Previously, she served for several years as the economic intelligence analyst for the City of Littleton, Colorado, where she provided strategic consulting, competitive intelligence, marketing support, and customised research to small and growing businesses as part of their Economic Gardening project.

The Growing Local Economies Web site (www.growinglocaleconomies.com) offers two free white papers, '10 Tips for Implementing an Economic Gardening Program,' and 'Free and Low-Cost Information Resources for Growing Local Entrepreneurs,' as well as numerous other resources related to entrepreneurship support, competitive intelligence for growing businesses, and the role of public libraries in economic development. She makes frequent presentations throughout the United States and Canada on these topics.

Christine's FUMSI article, 'Finding Competitive Information for Growing Companies,' <http://web.fumsi.com/go/article/find/2968>, is among the most popular within the 'Find' segment of the publication, and she has contributed other articles to FreePint as well.

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Introduction

By Christine Hamilton-Pennell



According to *The Economist*, The Canadian economy is the 13th largest in the world, with a gross domestic product of more than \$1.42 trillion (measured in US dollars at market exchange rates). In terms of population and number of businesses, it is roughly one-tenth the size of its southern neighbour and largest trading partner, the United States. Most of the country's 32.9 million people live in a narrow strip (160 km wide) north of the US border, and are strongly influenced by the U.S. economy and culture.

This guide provides a starting place for researchers (and business owners) who want to explore the Canadian business environment or find out about specific companies, financial markets, or industries in Canada. Chapter I covers general information about Canada, including its government, laws, and economy. Chapter II looks at media sources that provide news about Canada, both within the country and internationally. Financial and business news sources receive special mention. The heart of this guide is Chapter III, which covers sources of business information. Here you'll find resources for researching Canadian industries, markets, finance, labour issues, and individual companies. Information is also provided about importing Canadian goods or exporting to Canada from other countries. Chapter IV details some of the key statistical sources about Canada. An appendix with other sources of interest rounds out the guide.

As an English speaker, I have usually given Web addresses for English versions of bilingual sites. Canadian federal government sites are available in both English and French, and in most cases, links are provided from one language version of the site to the other.

Thanks to the following information professionals in Canada who have reviewed this guide and provided helpful suggestions and resources: Tom Lister, Data Meridian, Vancouver, BC, <http://www.datameridian.com/>; Ulla de Sticker, President, de Stricker Associates, Toronto, <http://www.destricker.com/>; and Phyllis Smith, In the Know Research and Inform, Georgetown, ON.

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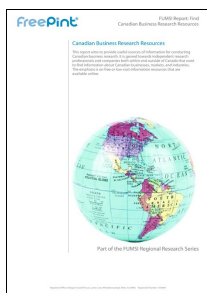


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Business research and economic growth specialist Christine Hamilton-Pennell presents a comprehensive guide to resources -- free and fee -- to help business researchers find and use information on, from and about Canada.

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