



**TPSA** | CANADA-INDONESIA TRADE AND PRIVATE SECTOR ASSISTANCE PROJECT

## Workshop on Producing Market Intelligence Reports

Jakarta, April 17, 18 and 20, 2017  
Hotel Le Meridien – Puri Asri I

### AGENDA

DATE	TIME	ACTIVITY	SPEAKERS/PRESENTERS
Day 1	08:00 – 08:30	Registration	
Monday April 17	08:30 – 09:00	Opening Remarks	<ul style="list-style-type: none"> <li>TPSA</li> <li>Ministry of Trade</li> </ul>
	09:00 – 09:30	Introduction of the Workshop: Purpose, Benefits and Methodology; Presentation of participants and presenter	Marc Germain
	09:30 – 10:30	Getting Started: Basic Components of Market Research for Creating Product Profiles – Understanding your Audience, Data, Parameters and Methodology - Exercise	
	10:30 – 11:00	COFFEE BREAK-NETWORKING	
	11:00 – 11:45	Creating a Comprehensive Outline - Exercise	Marc Germain
	11:45 – 12:30	Creating a Comprehensive Outline - continued	
	12:30 - 14:00	Lunch break	all participants
	14:00 - 14:45	Components of a Comprehensive Outline – Teams present their outlines	Marc Germain
	14:45 – 15:30	Components of a Comprehensive Outline - Teams present their outlines	
	15:30 - 16:00	COFFEE BREAK-NETWORKING	
	16:00 – 16:45	Global Context: Identifying Sources of Information - Exercise	Marc Germain

**Canada**

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MINISTRY OF TRADE

DATE	TIME	ACTIVITY	SPEAKERS/PRESENTERS
Day 2 Tuesday April 18	08:00 – 0830	Registration	Marc Germain
	08:30 – 08:45	Recap of Day 1 Key Points	
	08:45 – 09:45	Teams Present their findings - Global Context	
	09:45 – 10:30	Global Context – Information Gathering - Exercise	
	10:30 – 11:00	COFFEE BREAK-NETWORKING	
	11:00 –11:45	Indonesian Context: Identifying Sources of Information - Exercise	Marc Germain
	11:45 –12:30	Indonesian Context: Teams present their findings	
	12:30 - 14:00	Lunch break	all participants
	14:00 - 14:45	Canadian Context: Identifying Sources of Information - Exercise	Marc Germain
	14:45 –15:30	Canadian Context: Identifying Sources of Information – Exercises (continued)	
	15:30 - 16:00		
	16:00 –16:45	Canadian Context: Teams present their findings	Marc Germain

DATE	TIME	ACTIVITY	SPEAKERS/PRESENTERS
Day 3 Thursday April 20	08:00 – 0830	Registration	Marc Germain
	08:30 – 09:30	Canadian Context: Information Gathering Exercise	
	09:30 – 10:30	Canadian Context: Information Gathering Exercise (continued)	
	10:30 – 11:00	COFFEE BREAK-NETWORKING	
	11:00 –11:30	Team Presentations – Highlights of Findings	
	11:30 –12:30	Team Presentations – Highlights of Findings	
	12:30 - 14:00	Lunch break	all participants
	14:00 – 15:30	Writing an Executive Summary - Exercise	Marc Germain
	15:30 - 16:00	COFFEE BREAK–NETWORKING	
	16:00 –16:45	Review and Closing Activities	Marc Germain

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