

RADIO CANADA INTERNATIONAL

News: every morning, 7 to 8 am, on short waves,

49M 41M 31M 25M 16M 19M

A short wave receiver is needed.

TELEVISION CANADIAN NEWS: TV5

EVERY MORNING, in French, 8 to 8.30 am

RADIO CANADA

WHAT CAN TRADE COMMISSIONERS DO FOR EXPORTERS?

Abroad, Trade Commissioners can help you to:

- find out what potential outlets exist for your products and services;
- market your company to local clients;
- negotiate a market by recommending to you technical experts;
- find good local translators and interpreters;
- choose efficient agents;
- keep in contact with your agents and encourage them;
- organize your foreign travels by giving you practical advice.

It is recommended to prepare a precise marketing plan and strategy and only deal with trade commissioners in your chosen trade sector.

Information you should give your Trade Commissioner

When you deal with a trade commissioner for the first time, you should provide him/her with the following information:

- your name and title;
- complete records for your business (name, address, telephone and fax numbers, etc.);
- a precise description of the products or services your company offers, as well as their use (avoid abbreviations);