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- preparation of all export documents required;
  - protection against export risks (those related to commercial and political factors, exchange rates, shipping, etc.);
  - payment for goods sold and receipt of payment from foreign buyers;
  - satisfaction of claims;
  - provision of after-sales service; and
  - promotional support abroad.

Clearly, trading houses are able to cover all aspects of export management, marketing and financing — everything that has to do with the techniques and mechanics of exporting. At one end of the spectrum, a merchant trading house may perform all the above functions, buying from the Canadian manufacturer and reselling abroad for a profit. At the other, a trading house, acting as an agent, will identify a potential client abroad for a Canadian manufacturer, and receive a commission if the transaction goes through. Between these two extremes are any number of other arrangements, depending on the needs of manufacturers and the opportunities open to trading houses.

### ***Canadian Vacuums Clean Up in Saudi Arabia***

Canada's leading built-in cleaner systems have been keeping Saudi Arabian houses, hospitals and businesses clean and dust free since 1977 and more are on the way. Over a quarter of a million dollars' worth of Canadian-made Beam vacuum cleaner systems are now being shipped to Saudi Arabia by Overseas Projects Corporation of Canada Limited, an Ottawa-based trading company.

Dieter Hollweck, president of Overseas Projects, has been working with Saudi Arabian businesspersons since 1977 and attributes much of the company's success to experience.

The Saudi partner for the sale of Beam Canada vacuum cleaner systems is Abdullah Al-Moajil, a member of one of the country's leading trading families. Mr. Al-Moajil is giving the Canadian product a major marketing launch which includes street signs, full-page advertising in leading Saudi newspapers, plus displays in the largest building exhibitions and home shows in the Middle East.

*Source: Release, Overseas Projects Corporation of Canada Limited, 1987.*