
What kind of price are the Danes giving you?...\$31.00 (US).

Delivered where?...Trinidad, insured.

How do you pay them?...Letter of credit.

When do you want an answer?...I'll try to get something by tomorrow or the day after. Is that O.K.?...You hold on to that. Thanks!

What Mr. Kampouris now has to do is either locate a supplier or contact one he already deals with and make sure that the product can be delivered quickly and on terms acceptable to both buyer and supplier.

This is an example of a one-shot deal. But it may eventually lead to other orders from the same Trinidad client and from other buyers in Trinidad or other countries. Once a trader has established fruitful business relations with a Canadian supplier he is, of course, inclined to capitalize on them and develop them to the maximum.

Whether the export initiative comes from the Canadian producer or the foreign-based buyer, the trader is at the intersection of offer and demand. Supply marketing and demand sourcing are thus two sides of the same transactional coin. In both cases, traders who are solicited for one-shot deals will aim to develop a continuous flow of goods and generate long-term market penetration and profitability. They will hope that, in time, their role as sales facilitator will evolve into that of a fully fledged export marketing intermediary, as in the case of Overseas Projects, with its exports of vacuum cleaners to Saudi Arabia.

Project Procurement

Rwanda wants waiting-room furniture for a medical clinic project. Honduras is looking for forestry equipment, Chile for forest fire-fighting apparatus. An Arab country wants medical equipment for monitoring new-born infants, a South American air force something to teach artificial resuscitation. A company in Peru is looking for spare parts for an obsolete unit in a crude oil processing plant. An Australian agricultural supplier wants special parts for bailing machines. A Southeast Asian country is looking for road equipment for a major construction project.