

D YOUR BUSINESS VISIT TO **PAKISTAN**

I. Services of the Canadian High Commission

The Commercial Division of the Canadian High Commission in Islamabad offers a wide range of services to Canadian firms. Trade commissioners seek business opportunities for interested Canadian firms and provide recommendations and advice on matters relating to the selection of agents, local partners, marketing, advertising, and trade and legal problems.

The trade commissioner at the Canadian High Commission in Islamabad should be advised of your visit to Pakistan well in advance of your arrival. The extent to which the firm can be assisted by the trade representatives in Pakistan will depend on the information provided concerning the company itself, the purpose of the visit and the contacts previously established in Pakistan. Canadian firms should maintain on-going contact with the trade representatives in Pakistan concerning future plans.

Business calls - Although business methods and customs are generally similar to those in Canada, doing business in Pakistan is a time-consuming process, which requires staying power and on-going commitment. Flexibility and patience are essential with regard to meeting deadlines and obtaining government licences and permits.

Local business and government representatives prefer to meet and deal with their prospective clients personally. Nonetheless, a local agent or partner is essential to arrange appropriate contacts, ensure compliance with local business practices and facilitate continuing contact in the absence of the Canadian business person.

Follow-up - Follow-up is crucial to successfully doing business in Pakistan. Regular correspondence with contacts established while visiting Pakistan, as well as with the Canadian High Commission is recommended. Moreover, follow-up visits should be planned if there is business potential.

Business supplies - Recommended business supplies include sales literature, company stationery, samples (where applicable), business cards, and extra passport photos (for visas).