



- **Do you know the degree of detail or type of information a potential Japanese partner will require from you before considering your proposal?**
- **Do you know whom to approach in a foreign market?**
- **Should you be dealing with a particular business association?**
- **Should you retain an intermediary?**
- **Is there a venture capital sector in that country and has it shown any interest in making investments in North America?**
- **Do you know which companies to contact?**
- **Do you know how to verify their reliability, their performance, their technology and their management?**

• *A company brochure or an annual report may also be useful as supplementary information.*