

range of goods and services from Canadian suppliers. For more information contact:

Canadian Commercial Corporation  
50 O'Connor Street  
Tower B, 11th Floor  
Metropolitan Life Building  
Ottawa, Ontario  
K1A 0S6  
Tel: (613) 996-0034  
Telex: 053-4359

## **Marketing Regulations and Controls**

### **Local Agent**

Goods may be imported into Thailand by either the end-user or through a trading company or local agent. Given the need for ongoing market activity, the importance of follow-up and the complexities of selling in the Thai market, a good local representative is of paramount importance to the Canadian exporter.

Bangkok has numerous import houses, varying from the small one-person operation specializing in specific product sectors and servicing only a few accounts or projects, to the large diversified trading companies which may trade as principals and also be involved in assembling, manufacturing, and wholesaling throughout the country. Most agent/distributors operate from Bangkok, where more than 90 per cent of import trade is handled.

The service of an aggressive and active representative in Thailand is an effective means of expanding sales in the market. The Canadian firm should ensure that the chosen agent is both knowledgeable of the product and familiar with the business practice prevailing in the particular sector. One must often rely on the representative to arrange appointments with appropriate government officials and corporate officers, as well as to clear necessary documents through bureaucratic channels. Consultants are well advised to have an arrangement with a local firm to co-operate on a project-by-project basis.

Experienced Canadian business people have found that a properly trained local agent could also act as a translator. Despite the widespread use of English in the Thai