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When corresponding with a Canadian post abroad, exporters should include a corporate profile, product brochure and price list. Such information will assist the post to make appropriate recommendations.

## ***Banks***

Through their affiliates and correspondent banking relationships, Canadian banks have access to a large number of international business contacts. In addition, foreign banks operating in Canada have excellent contacts in their home markets. Introductory services offered by banks are normally free of charge and fairly expeditious. Where there is an urgent need to receive the names and addresses of suggested agents/distributors, banks are usually willing to issue the information by cable or fax, but sometimes request that the exporter cover the costs of the transmittal.

While banks are geared to provide financial information on agents/distributors, they are not in the business of providing an assessment of their selling or after-sales servicing abilities.

## ***Chambers of Commerce***

The Canadian Chamber of Commerce network links many of the world's chambers and boards of trade. By tapping into this network, exporters may be able to locate an agent/distributor who can best serve their particular interests in a foreign market. Companies or individuals recommended by a Chamber of Commerce are normally reputable and reliable.

Contact your local Chamber of Commerce or the Canadian Chamber of Commerce Head Office in Ottawa (Tel: (613) 238-4000) for further information.

## ***Industrial or Trade Associations***

Trade organizations that maintain an export advisory section can assist exporters in locating an agent/distributor by contacting their counterpart in a particular market. Many associations publish regular bulletins or newsletters which list companies in search of an agent/distributor and vice versa.

The Canadian Exporters' Association, either through its international offices or business ties, or through its own membership, can often make helpful suggestions. They can be contacted by telephone at (613) 238-8888 or by fax at (613) 563-9218.