

- Canadian Chamber of Commerce;
- Foreign chambers of commerce in Canada;
- Council of Canadian Trading Houses;
- Your provincial trade department;
- International departments of commercial banks.

Promoting Your Product

Promoting your company and product should occur during the project preparation and appraisal stages of the project cycle.

To position your firm to bid successfully on tenders issued by a developing country in connection with a specific IFI-financed project, you will have to visit the country to which you hope to sell your product, especially if you are marketing heavy equipment. In exporting to developing countries, there is no substitute for personal contact between you and your prospective client. To this end, you will also have to appoint a reliable, well-connected local agent to look after your interests there.

Before you go

1. Contact the executing agency and advise them, without expecting a reply, of your intention to visit. Draft your letter carefully to make a good impression and express your interest in meeting project and procurement officers. (Refer to DEA publication *So You Want to Export...* for valuable tips, available through Info Export.) Address your letter to the appropriate person or office in the executing agency and send it the quickest way possible. Send a copy of the letter to the Canadian embassy in the country and request their assistance in following up.
2. Review and, if required, revise your product and company literature to make sure it is suitable for the country you are about to visit, that it is clear and in the language and system of measurement used there.
3. When trip dates have been decided, notify the commercial counsellors at the Canadian embassy in the country of your

intention to visit. (Refer to the *Business Directory of Canadian Trade Representation Abroad*, available through Info Export.) Indicate the kind of assistance you will need (e.g., introductions, briefings on local customs and business practices, identification of potential partners or agents, lists of interpreters or translators, etc.).

4. If you need more information from the IFI, especially on complex projects, ask the Canadian embassy in the IFI headquarters city to arrange a meeting for you.
5. Find out the do's and don'ts of the country you are going to visit. For example, socializing is often part of the business aspect of your trip, while carrying suitcases and rushing through meetings is frowned upon. Try and talk to others who have made similar trips.
6. Make your travel arrangements, including passport, visas and/or other entry documents, vaccinations, etc.

While abroad

1. Meet with trade officers at the Canadian embassy to be briefed on the topics outlined in your letter to them.
2. Meet with prospective agents, evaluate them, with advice from the Canadian embassy, and select one to represent you.
3. Meet key officers at the executing agency to discuss the project and related procurement issues. Promote your product and company.
4. Obtain names, from the executing agency, of the consultants who may be helping to design the project and prepare the technical specifications for the