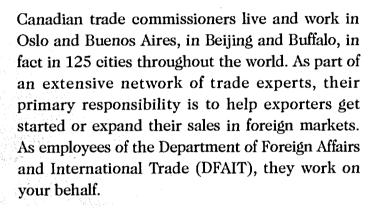
ANNEX I: CANADA'S TRADE COMMISSIONER SERVICE



It is always a good idea to inform the trade commissioner in each of your established or target foreign markets of your export activities. Keeping them up-to-date pays big dividends in reducing costs, avoiding pitfalls and seizing opportunities.

Before you contact a Canadian trade commissioner, you should consider these suggestions.

Provide your trade commissioner, in advance, with:

- summary of your company's activities;
- previous export experience;
- precise descriptions of your product or service;
- main selling feature of your product or service;
- type of distributor or representative you are seeking;
- tentative travel schedule;

- requests for introductions to or appointments with potential agents and/or buyers;
- copies of your sales brochure and product/ service literature.

Your trade commissioner can help you determine:

- whether your product or service can be imported into the market;
- normal distribution channels for your product or service;
- whether there is local or imported competition;
- buying practices in the market;
- market support services that are available, such as banking, shipping and storage;
- import policies and restrictions;
- how to quote in the market;
- social, cultural, business, market and political conditions that may affect sales.

When your marketing plans are completed and the trade commissioner has been informed of your plans, s/he can help you market your product by:

- canvassing and recommending local representatives — you should seek the trade commissioner's advice before appointing agents or distributors;
- recommending translation, legal, advertising and other support services;
- arranging meetings for future business trips;