



## b. Specific Company

Please note the level of detail and the tailored nature of the letter. All of this information is readily available in this company's profile through WIN and/or its Web site.

January 15, 2004

Mr. John Smith  
Managing Partner  
The LSR Group  
84 CentrepoinTE Dr  
Kanata ON K2G 6B1

Dear Mr. Smith:

My name is \_\_\_\_\_, and I am the person responsible for Services and Capital Projects with the Trade Commissioner Service at the [post]. Our mandate is to help Canadian companies such as yours expand their exports in [territory]. We have noticed your company has provided **market research and organizational development services to the public sector in Switzerland**. The [territory] market is experiencing increased demand in some of these areas, and Canadian companies with your language capability (French, English and German). The Trade Commissioner Service can help you expand your exports into [our market] in a number of ways, by

- providing the prospect for your product/service in our territory
- introducing you to key local contacts
- providing information on a company of interest in our territory
- meeting with you and briefing you on doing business in our country
- providing key information if and when you are planning to visit

[note: deleted troubleshooting Since this company is not yet doing business in this market, that service would be less relevant]

I will be calling you personally within the next few days on [date and time] at [name of business] telephone number [telephone number] to discuss how we can provide specific assistance to you.

Should you wish any further information, please contact me via e-mail at [e-mail address] or at [Embassy/ Consulate number]. You can also find more about us by consulting our Web site: **www.infoexport.gc.ca**.

I look forward to speaking with you in the near future.

Thank you and kindest regards,

Officer signature  
Title