

It is recommended that you develop a systematic marketing plan before contacting the Embassy. For help in developing your plan, contact the nearest International Trade Centre. When you do contact a Trade Office, please be prepared to provide the following information:

- *your name and title;**
- *full name and address of your company;**
- *your telephone number with area code;**
- *your telex number with answerback;**
- *your facsimile number;**
- *precise description of your product(s) or service(s) and their use (avoid abbreviations);**
- *your marketing plan: direct sales, agency agreements, manufacture under licence, etc.;**
- *target markets;**
- *export experience--Where else are you exporting?;**
- *five copies of your product or service literature preferably in colour and with a multilingual copy (as a follow-up to your telex or as an inclusion in your letter);**
- *a detailed description of the assistance you need;**
- *a summary of your discussions, and the results, with Trade Commissioners in Canada;**
- *names and addresses of agents you have appointed.**

Exporters interested in the Japanese market or any of the programs currently in operation with respect to Japan are encouraged to contact the:

**Japan Trade Development Division (PNJ)
External Affairs and International Trade Canada
125 Sussex Drive
Ottawa, Ontario
Canada K1A 0G2
Tel:(613) 995-1281**

We hope this booklet will assist your export marketing efforts. If you have any questions about the preparation of this guide or suggestions for future editions, please contact the Fisheries Division of External Affairs and International Trade Canada at 125 Sussex Drive, Ottawa, K1A 0G2, Tel:(613) 995-1712, Fax:(613) 995-8384.

**Richard Ablett
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