



## 6.0 THE TRIP ABROAD

When you have concluded that it is now time to actually undertake a trip to one or more countries for business meetings with potential investment partners you should consider the following:

### 6.1 MAKE YOUR APPOINTMENTS

By now you have probably identified a number of individuals with whom you would like to meet and you may find that it is more convenient to seek appointments directly. Alternatively, you may wish to ask the investment counsellor with whom you have already established a relationship to make appointments on your behalf. This person will be pleased to do so, provided you have supplied the necessary documentation described earlier, together with your planned itinerary.

### 6.2 SHOW UP WITH YOUR BUSINESS PLAN

Potential investors or partners will want to see a business plan when they meet with you. The structure of business plans and proposals varies, but the following information should be included:

- *a description of your company's mainstay products, processes or services, and the technology involved;*
- *the characteristics that make your products or your services more competitive, and your research and development activities;*
- *your business history, your organization chart and the résumés of your senior executives;*
- *a financial statement which demonstrates the performance and strength of your company, together with your projections; it should indicate what others have invested in your firm;*
- *market information: current market size, growth projections, customer profiles, sales forecasts, pricing, distribution methods, promotion, etc.;*
- *a review of existing competition, including an evaluation of their products, pricing and market share;*
- *a description of your requirements (capital, technology, or a partnership).*