

## The Canadian Trade Commissioner Service

Following is the second in a series of articles explaining the list of services abroad recently published by the Canadian Trade Commissioner Service.

### Key Contacts Search Finding Key Players inside your Target Market

Through research and preparation alone, Canadian companies can often arrive at the threshold of a promising foreign market. Success in crossing this threshold and establishing a solid presence in a foreign market can depend on the quality of help received from key players inside your target market. The Canadian Trade Commissioner Service (TCS) can help you find those key players.

As a newcomer abroad, you will find it necessary to make contacts and form business relationships with knowledgeable persons within your target market. Key players know the local scene and can provide the kind of market-specific intelligence you will need to refine and implement your entry strategy.

At your request, and after you have gone through the information readily available in Canada, TCS officers abroad can provide you with a customized list of reputable contacts useful in entering and developing the local market. This list may include any of the following:

- potential buyers, partners
- agents, manufacturers' representatives
- distributors, importers
- consultants, accountants
- government officials
- associations, chambers of commerce
- freight forwarders
- lawyers, patent attorneys

- technology sources
- financial institutions.

To make the list as relevant to your needs and as useful as possible, our officers need to know about your company and your business plans. The following are some of the typical questions asked by foreign clients and contacts:

- How do you plan to enter the market: export license, joint venture or investment?
- How would you describe the typical buyer, distributor, agent or partner you want to work with in your target market?
- Who are the end users of your product or service? Who do you sell to in Canada and abroad, and how?

The key contacts list you receive depends largely on the thoroughness and detail with which you respond to the questions typically asked by foreign clients and contacts. Good contacts can take years to establish and our officers want to keep them for the ultimate benefit of all Canadian companies that have a potential in the market. Canadian companies should understand that officers put their credibility on the line each time they refer a Canadian company to a local contact. The better the information you provide, the higher the quality of information our officers will be in a position to supply your company.

If you're ready to talk to key players in your target market, the Trade Commissioner Service can get you going.

*Expand your Horizons*

**THE CANADIAN TRADE COMMISSIONER SERVICE**

- Market Prospect
- Local Company Information
- Face-to-face Briefing
- Key Contacts Search
- Visit Information
- Troubleshooting