

## Trip Preparation

When planning your visit to Denmark, advise the Commercial Division of the Canadian Embassy in Copenhagen well in advance. Please state the objective of your visit and the type of company you wish to call on, and send several sets of literature with a c.i.f. Copenhagen price list, your terms of payment and delivery, agent's commission and other relevant data. With this material at hand, the Commercial Division will be pleased to assess the potential for your products and, if suitable, set up a program of appointments for you.

Visitors to Denmark should ask their travel agents to make all travelling and hotel reservations well in advance as hotel accommodation can be difficult to obtain. Visitors planning to come during the May to September period would be well advised to arrange for hotel accommodation several months ahead. However, in July it is virtually impossible to do business in Denmark as firms close for extended periods. You will find that samples convey a more eloquent sales message than even the most handsomely printed literature, so whenever possible bring them along. Business cards are a must.

“Wonderful” Copenhagen is the tenth most expensive European capital. First-class hotels and restaurants are expensive by Canadian standards. Prices already include a 22 per cent value-added tax, plus a 15 per cent service charge.

The most practical way to get around Copenhagen is by taxi, and normally you can go from one appointment to the next in 20 minutes or less. Do not tip as this is included in the price shown on the taximeter.

For visits out of town, there are frequent scheduled flights to 13 provincial airports and a good range of train connections. At times it is more convenient to drive a rented car.

When should you come and how long should you stay? The best months are September to May; two or three days are usually adequate for your visit.

We suggest you advise the Commercial Division of the Canadian Embassy in advance of your visit and, on arrival, you can be briefed before starting on your round of calls. It is a must to arrive punctually for all your appointments. Should it not be possible to keep an appointment, cancel it by telephone.