

7. If the company supplies expensive equipment, it should provide financial arrangements for commercial leases or sales of the equipment in Chile. The financial aspects of a purchase are fundamental on such a competitive market.

To successfully establish itself in Chile, the Canadian company should consider a joint venture with a local partner, open an office in the country or have a local agent. Penetrating this market requires frequent contacts with the major buyers, aggressive marketing and a clear commitment. Contacts and familiarity are essential when equipment and services are offered under contract, and customers must have an assurance that they will receive after-sales service.

#### ***4.2 Selecting a Business Representative***

The engineering consulting firm or supplier should select its business representative with care. Regardless of the role the representative will play, the image he projects on the local market will have a direct impact on the company's image in Chile.

Companies looking for an agent or representative should first contact one of the 12 international trade centres set up in Canada, in order to obtain information on trade fairs and missions to Chile. Participating in a foreign trade fair or a trade mission abroad is an excellent way to meet possible agents. Another possibility would be to contact the Canadian embassy, which will provide a list of potential agents on the Chilean market.

#### ***4.3 Business Promotion Possibilities***

Interested exporters have an excellent way to penetrate the Chilean market by participating in one of the major Chilean telecommunications business shows like TV Latina, SOFTEL, FISA and EXPOMIN. The Canadian Department of Foreign Affairs and International Trade encourages Canadian companies to participate in these shows and fairs.

##### **TV Latina**

TV Latina is organized by AIC Conferences, a private company. This annual show will be held from June 18 to 20, 1996, in the Santiago convention centre. It will include the latest technologies, equipment and services in the international television field. The latest interactive, transmission and digital equipment technologies will also be shown.

##### **SOFTEL**

This annual show is organized by the Feria Internacional (international fair) de Santiago. The 1996 fair, the eleventh, will be held from July 9 to 14, when the latest data processing and telecommunications technologies will be exhibited.