

With more than 500 trade professionals in 140 cities around the world, the Canadian Trade Commissioner Service has helped thousands of companies succeed at doing business abroad.

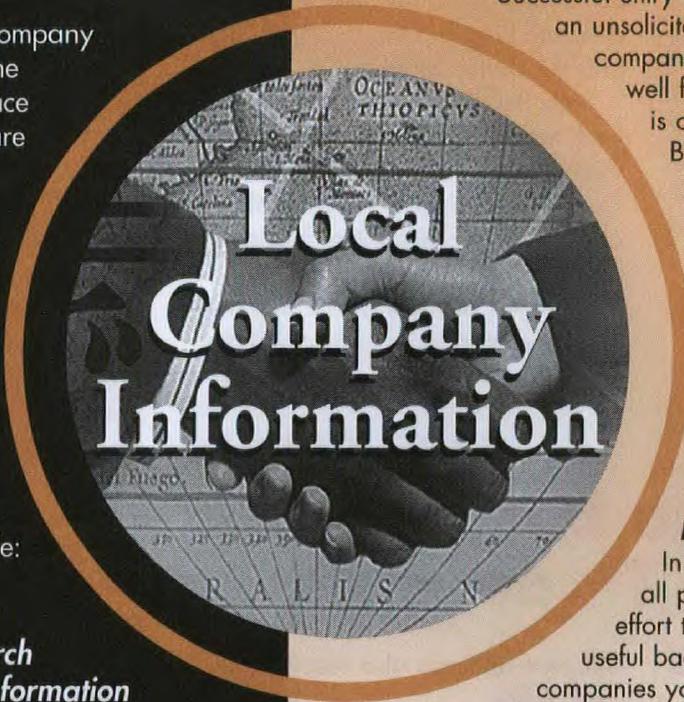
What about you?

Are you a Canadian company that is ready to enter the international marketplace for the first time? Or are you an experienced Canadian exporter seeking to crack new markets abroad? In either case, you are entitled to use, and keep on using, any and all of the following six core services offered free of charge at every one of our offices worldwide:

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

When you contact the Trade Commissioner Service, you are tapping into a global network of professionals. You are also initiating an important partnership on which you can continue to rely as you build your business abroad.

What follows is the third in a series of descriptions of the core services of the Trade Commissioner Service — available to you, the Canadian trader. Access our services on-line at www.infoexport.gc.ca



Who is this foreign company? Ask for *Local Company Information*

When opportunity knocks in international trade, sometimes your first item of business must be to find out who exactly is doing the knocking.

Successful entry into a foreign market often results from an unsolicited export bid or trade lead. But if your company receives such an overture, you may well find that the subject company abroad is one you have never even heard of.

Before making a commitment of any sort, you will naturally want to learn as much as possible about your prospective business partner.

Here, the Trade Commissioner Service can help you with a core service known as **Local Company Information**.

How can my company benefit from Local Company Information?

In delivering this service, our officers at all posts abroad make every reasonable effort to provide you with relevant and useful background information on any local companies you identify. The operative words here are "relevant" and "useful".

Our officers will try to give you more than just run-of-the-mill information that you could easily get elsewhere. They will delve into their local data sources and try to come up with the real lowdown on a company — the kind of market information that can help you make good business decisions. However, it is imperative that you conduct your own research first through domestic contacts before contacting the trade officer. In your initial correspondence, you should identify specifically what sort of information you seek and also provide an overview of the information you have already gathered.

What kinds of information can I expect from this service?

Local Company Information may include:

- purchasing and/or investment intentions
- affiliations
- competitive position/market presence

- core product(s)
- marketing strategies
- policies, priorities, plans
- identification of key decision-makers (executives, board of directors)

Can I get information on Canadian companies, too?

No, the Trade Commissioner Service will not divulge information about other Canadian companies in the market, just as it will not divulge information about yours once you are established there. All requests to trade commissioners are strictly confidential.

How much will Local Company Information cost me?

Normally, it's free of charge, like all the other core services. However, you will be responsible for any access fees related to certain

specialized databases. Trade commissioners at post will contact you to obtain your authorization before any costs are incurred.

Will Local Company Information include credit information?

No, the Trade Commissioner Service will not perform a credit check on any local company. However, if you do need credit information, post officers will gladly refer you to reputable credit reporting agencies or associations in the market. They will also let you know if there is a cost associated with the credit check. Alternatively, you may want to contact Export Development Canada which also offers such service at a cost.

Will I always get information on a company I identify?

Sometimes there is just not any information available. Post officers

Access our market studies and our network of professionals at

www.infoexport.gc.ca

will advise you in a timely fashion of any information they have uncovered or the lack thereof. Even that knowledge could be very useful to you in your decision-making.

What information is required of me?

You will need to give post officers the exact name of the local company and any relevant information that could be helpful in making inquiries. For example, were you approached by the company in question, or was the company recommended to you by a third party? You might also indicate whether the officers should be discreet in doing their research — notably, in a case where you have received an unsolicited export opportunity from the local company.

**Are you ready to strike a deal with a new foreign business?
Find out first about Local Company Information.**

HELPING YOU LEARN FROM EXPERIENCE. OURS.

THE CANADIAN TRADE COMMISSIONER SERVICE

- Market Prospect
- Key Contacts Search
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