

Your Trade Commissioner will help you determine:

- \* *whether your product or service can be imported into the market*
- \* *the normal distribution channels for your product or service*
- \* *whether there is local or imported competition*
- \* *the buying practices in the market*
- \* *the kind and quality of market support services available (banking, shipping etc.)*
- \* *import policies and restrictions*
- \* *how to quote in the market*
- \* *social, cultural, business, market and political conditions affecting sales*

When your marketing plans are completed and the Trade Commissioner has been informed of your intentions, he or she can help you market your product by:

- \* *canvassing/recommending representatives on the basis of their interest in your product or service (You are well advised to seek the Trade Commissioner's advice before appointing agents. Local laws differ from Canadian practice and changing an unsatisfactory agent in some countries can be difficult, costly and sometimes even impossible.)*
- \* *recommending translation, legal, advertising and other support services*
- \* *arranging meetings for future business trips*
- \* *providing on-the-spot information on duties, taxes and foreign exchange matters, and helping you solve problems in these areas*
- \* *helping you determine why an account is overdue and, if necessary, advising you on proper procedures for settlement*
- \* *maintaining contact with your agent and providing him or her with support and encouragement*

If you find this Directory helpful to your activities, please let us know. If you have suggestions for changes which could improve the Directory's usefulness, please let us know, either through the International Trade Centres (ITC's), or directly through one of the Geographic Trade Divisions, or the Sectoral Liaison Secretariat at the Department of Foreign Affairs and International Trade.

Drafting and logistical services provided by Gary G. Smith of *INFI-GAR Economic Services*.

Information contained in this guide will also be available on a 3.5" diskette which can be obtained from the Canadian Trade Offices or *InfoCentre* in Ottawa, by calling 1-800-267-8376; Fax: (613) 996-9709.



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