

a frivolous approach to business, but quite the opposite: these are preludes to serious discussions. The apparent lack of protocol is deceptive, for contacts are normally between people of comparable standing. Initial meetings are considered sufficiently important to merit the participation of numerous members of the enterprise management, who provide specialized assistance to the senior official. First impressions being important, the Canadian businessman should be very punctual and demonstrate, in spirit at least, if not in numbers, an equal degree of interest and expertise.

Presentation

Canadian businessmen should make a complete presentation to the prospective clients in the initial stages of contact. This session should include literature, specifications, samples and prices, delivery and the quality control information required for a thorough evaluation of the Canadian firm and its product or service. An adequate supply of business cards should be on hand at all times.

Follow-up

Appropriate follow-up can be crucial to the success of a business visit. Thank-you notes as well as samples, brochures and requested information should be quickly dispatched upon return to Canada. A follow-up visit should be planned in the event there is business potential.

Trade Fairs

Yugoslavia hosts a number of national and international exhibitions each year. The largest and best known is the Zagreb International Fair, held each fall. There are also smaller specialized fairs in cities throughout the country which often attract the participation of both East and West European enterprises.

Price Quotations and Terms of Payment

Prices should be quoted both Free on Board (FOB) and Cost, Insurance, Freight (CIF) Yugoslav port of entry, either in Canadian or U.S. dollars.

The payment performance of most established Yugoslav enterprises is good, although it is very dif-