

- your facsimile number;
- precise description of your product(s) and how it is used (avoid use of abbreviations which could lead to confusion);
- your marketing plan (e.g., direct sales, agency agreements, licencing);
- target markets;
- export experience; and
- five copies of your product literature (as a follow-up to your telex or included with your letter).

The Directory of Canadian Trade Representation Abroad lists all Canadian missions and is available from Info Export: 1-800-267-8376.

Info Export

Info Export, the Department of External Affairs' export trade information centre, is the starting point for many Canadian companies interested in expanding into foreign markets.

By phoning their toll-free hotline service, or visiting their walk-in centre at External Affairs in Ottawa, experienced staff can:

- suggest how to start if you want to export;
- direct you to trade experts in Canada and abroad;
- inform and advise you about export programs and services;
- help you find answers quickly to export problems; and
- send you departmental export resource literature appropriate to your company's needs.

Info Export's knowledge of export assistance programs and services (federal and provincial) and of non-government organizations helps Canadian exporters acquire the tools needed to compete successfully in world markets.