
a position to provide after-sales service, and should this be a requirement, the distributor's ability to provide such service will be an obvious factor in the selection process.

Locating an Agent or Distributor

Before negotiating an agreement with an agent or distributor, the exporter should have a good knowledge of his/her own firm's capabilities, potential and objectives in the particular market. The exporter should also develop a price list for the target market, preferably on a C.I.F.-basis and in a locally accepted currency — normally in U.S. dollars or a major European or Asian currency (see Appendix C for sample pricing procedure). As part of the export process, transportation options, costs, frequency of delivery, customs documentation, etc. should also be investigated thoroughly. A freight forwarder will be able to assist in this process (see Appendix A for information on the membership directory of the Canadian International Freight Forwarders' Association).

Many established business networks can assist exporters in locating a reliable agent/distributor. However, exporters are cautioned that, when developing a working relationship with an agent/distributor, there is no substitute for personal contact.

External Affairs and International Trade Canada (EAITC)

EAITC is a good starting point in locating an agent/distributor. Trade commissioners and locally engaged commercial officers in Canadian embassies and high commissions worldwide have access to the names of competent and reputable agents/distributors. In addition, trade commissioners (see *Directory of the Canadian Trade Commissioner Service* listed in Appendix B), together with geographic trade development officers in Canada (also listed in the above-noted directory), can frequently provide the names of successful Canadian exporters selling complementary products. These firms may be willing not only to share their representative, but also to provide a great deal of information on the competence and reliability of a particular candidate. Trade commissioners can also offer advice on any special conditions or legislation that govern the appointment of an agent/distributor in a particular market and which may be very important during contract negotiations.