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INTERNATIONAL TRADE MINISTER RELEASES GUIDE
TO WORKING WITH CANADIAN TRADING HOUSES

Canadian trading houses can play a key role in expanding exports to offshore markets. A practical guidebook on the services available through trading houses was released today by International Trade Minister John C. Crosbie.

This comprehensive publication entitled "Export Markets: The Trading House Connection" provides Canadian businesses with useful guidelines on building an effective relationship with a trading house. Practical suggestions on the location and selection of a trading house, and the development of successful export pricing and product marketing strategies are also included.

This guidebook should be especially useful for small to medium-sized companies interested in exploring new markets but unable to finance a sustained marketing effort, or ensure international competitiveness due to a lack of knowledge of potential export markets.

"Both novice and veteran exporters alike should be encouraged to investigate all available channels for increasing offshore sales. Trading houses provide one such channel," Mr. Crosbie said. "Once an exporter has made the commitment to develop a specific foreign market, the key to exporting successfully to that market is often found in working in partnership with a Canadian trading house," emphasized the Minister.

Copies of "Export Markets: The Trading House Connection" may be obtained from the Info-Export Centre of the Department of External Affairs, toll free 1-800-267-8376 or (613) 993-6135.