

ANNEX 7 - TRADE SHOW PREPARATION

Canadian exporters attending trade shows in Mexico should be prepared to deal with a number of different questions and circumstances. The box below provides a list of questions and issues that exporters should be prepared for when meeting potential foreign buyers.

In order to prepare for your meetings with foreign buyers, here is a list of questions you will likely be asked and will be required to answer.

<u>PRODUCT</u> ✓ Description of export products ✓ Detailed documentation and brochures on your products and your firm ✓ Main characteristics that differentiate your products	<u>DISTRIBUTION</u> ✓ Distribution networks ✓ Do you export and where? ✓ Export network
<u>DELIVERY</u> ✓ Lead time for delivery	<u>ORDERS</u> ✓ Do you require a minimum order quantity?
<u>PRICE</u> ✓ Export price - F.O.B. from plant ✓ Export price - C.I.F., all included, to a major target city ✓ Will price vary according to volume? ✓ Is commission included in the price?	<u>TERMS OF PAYMENT</u> ✓ What method of payment do you prefer? (30, 60, 90 days/open account/ letter of credit) ✓ EDC insurance options
<u>PROMOTION</u> ✓ How will you help promote your products? ✓ Describe your promotion plan for prospective market	<u>PACKAGING</u> ✓ How do you package your products for exports? (specifications)
<u>LABELLING</u> ✓ Are your products approved by foreign authorities? ✓ Are your products labelled according to foreign regulations?	<u>COMMERCIAL OBJECTIVES</u> ✓ What are your commercial objectives for the target market? (volume of sales, market niche, trade intermediaries wanted)