



1.0 INTRODUCTION

This booklet is intended to assist you in planning and preparing for an international trip to meet with potential investment partners. It contains practical advice, based on the experience of many companies, on how to conceptualize and arrange your first visit and how to avoid some common pitfalls. We hope it will help make your investment mission effective and productive.

1.1 ESTABLISHING BUSINESS LINKS

An increasing number of Canadian companies of every size are seeking to establish business and investment links with enterprises outside Canada as a means of enhancing their operations. These Canadian firms are looking outside Canada for investment partners offering capital, technology or market access. Many are doing so for the first time.

1.2 RESPONDING TO THE CHALLENGES OF FOREIGN MARKETS

Building international business linkages can be a rewarding experience but, as some companies have found out the hard way, it does involve facing up to a number of challenges that are not encountered at home.

1.3 PLANNING AND PREPARING FOR YOUR TRIP ABROAD

Unfortunately, it is not uncommon for a Canadian business person to seek the assistance of Canadian missions outside Canada only at the last moment, or to provide the mission with insufficient information to enable an effective response. The key to a successful trip abroad is adequate planning and preparation.

