
officers are consequently faced with a multitude of demands. In this regard, EAITC officials that we have spoken with suggest the following techniques as ways of maximizing the benefit of a Trade Commissioner:

- Do as much advance homework as possible such that requests can be precise and detailed.
- Apply a personal touch (rather than mass mailing) to your contact with the Commissioner such that a level of seriousness is indicated.
- Follow an initial faxed contact with a telephone call - again, such that a level of seriousness is indicated.
- In the initial contact letter or fax, provide a succinct description of your company, type of service offered, capabilities and areas of competitive edge, current customers and projects, types of contacts sought, and your specific request. The tone should not be overly technical.
- In the follow-up telephone discussion with the Commissioner, review the nature and background to your request and discuss the timing of a potential visit.
- Provide at least two weeks advance notice for a Commissioner to attempt to arrange the requested meetings and/or open the appropriate doors.
- If attending a trade show, remain on your feet and constantly meet and talk with potential clients. Obtain and review the show's agenda in advance and establish a strategy for the show. American trade shows tend to reward such practices.
- If attending personal meetings, the Commissioner may be free to also attend if you so desire. In any event, follow-up with the Commissioner in the week following the interviews to bring him/her up to date and to indicate your next steps.
- Recognize that some Commissioners are well-established in a region and have extensive contacts, while others may be new to the region and have only a relatively new contact base.

13.2 Advice from Ernst & Young

While there are many such studies which have detailed the size and scope of the U.S. environmental market, we believe that they are of only limited value to Canadian firms for three reasons.

- First, statistics and market projections change almost on a daily basis and become "dated" quite quickly. They are often based on estimates, forecasts and numerous assumptions and may change substantially based on changes to the assumptions.