

- (a) Innovation: Be ready to be flexible in your marketing approach. A joint venture arrangement with firms in third countries such as Finland, India, or Turkey may be advantageous. A compensation deal for sale of some or all resulting product in Canada or in a third country might also be worth considering. Formation of a consortium allows companies to share risk and heavy front end marketing costs. Place an accent on buying to attract Soviet attention before your sales pitch;
- (b) Embassy Assistance: Seek guidance and advice from the trade commissioners stationed at the Canadian Embassy in Moscow. At the same time, contact the Soviet trade mission in Ottawa for their view of market potential. Capitalize upon the agreement between the Chambers of Commerce of Canada and the USSR establishing a Trade Council located in Ottawa, by requesting an introductory call on the USSR Chamber and Trade Council for market guidance. Trade commissioners can provide initial indicators of potential and names of trade contacts and recommended marketing agents. They can also arrange meetings and carry out follow-up after marketing trips. Investigate PEMD financial assistance possibilities;
- (c) Agents: At the outset there is usually no real need for a marketing agent in Moscow. Only after a letter of intent or a contract has been signed, indicating possible repeat business, should an agent be hired. Some firms prefer to approach the market themselves with the logistical support of a Moscow-based marketing expert for trade fairs and seminars. For example, many of the leading Japanese and West European trading houses maintain offices in Moscow. Agents can identify new sales opportunities in the monitoring of project, investment, and import plans. They can also maintain and develop key personal relations with end-users and FTO's in assuring the necessary persistent follow-up;
- (d) Trade Shows: Most firms agree that trade fair participation is a useful means of fostering goodwill and establishing a company's name in the marketplace. Virtually no company expects fair participation to result in a short-term increase