

Canadian apples. A directory of exporters can be included. Such material is useful where government departments have information booths at trade shows, and for technical seminars. Posts find them useful to service the numerous trade inquiries they receive, where an inquirer may ask for something about the Canadian seed industry for example and a list of exporting companies. A publication on the Canadian seed industry with a directory of exporters included, services these requests efficiently.

High quality material is expensive to produce however and must be revised on a regular basis. Duplication of material from trade associations must be avoided. In most cases a joint effort with associations is the best way to proceed.

Technical Seminars

Description: Technical seminars inform specialists in foreign countries about the technical quality of Canadian products, the high standards of quality control and inspection and the research and development which occurs in support of continuous improvements. They are limited mainly to the inputs side of agriculture and food marketing e.g. breeding stock.

Assessment: Seminars which provide technical details about products are an effective means of promotion. They can communicate information efficiently to sizable numbers of people. In developing economies such as in China they can be used very effectively to demonstrate technical superiority of Canadian breeding stock for example. Technical people in such countries are eager to learn and to have the opportunity to discuss technical matters with Canadian experts. On occasion, where confusion may have been sown by competitors, technical seminars can rectify the problem. Credibility is high because they are presented by government officials with carefully selected industry representatives sometimes included. They are generic in nature - e.g. to promote the Canadian breeding swine industry.

They have no real disadvantages but their effectiveness is limited to selected agricultural exports. They are most suited to countries with developing economies where technical information is not easy to obtain.

Inviting technical specialists to Canadian trade shows and fairs can also be highly effective. They have a first hand opportunity to see Canadian livestock on display or see food products.

Technical Support

Description: This can be considered technical servicing or trouble-shooting. This involves sending government technical specialists to deal with a specific problem, for example, with an export shipment e.g. a veterinarian to check on a cattle shipment.

Assessment: It is highly desirable to be able to respond quickly to a problem with a Canadian product. Whether its Canadian canned salmon in Australia or the health of breeding cattle in China, quick and sincere response must be a key part of export marketing. The credibility of the exporting company, the industry and of the country can be at stake. Many times there may be technical confusion, misinterpretation of standards or deliberate attempts to discredit the product for negotiating reasons or because