

seas involves much more than a ticket and a plane ride. Pre-planning is essential. The following checklist highlights the ingredients of a productive export trip.

- If you intend to apply for PEMD assistance, make your application two to three months in advance. The Department of Industry, Trade and Commerce/Regional Economic Expansion Regional Office in your area has the necessary information and application forms for PEMD support.
- Two or three months ahead of your trip, write to the Trade Commissioner at the Canadian Embassy in that country. Your letter should contain the information outlined in the section *Making a Market Survey*.
- Specify your objectives for the trip. What do you expect to achieve from your visit? What are your goals? You should remember that the first sales visit overseas is an exploratory one. Be realistic in your expectations of what you can achieve on your initial visit.
- Contact your travel agent and have him prepare your itinerary. He will know the most efficient and cheapest travel routes.
- Once your itinerary is determined, have the agent make all airline bookings well in advance.
- Ask your travel agent for places to stay during your trip and have him make all hotel reservations. These should be confirmed at the time of booking and again just before you arrive.

In addition to the overall preparations you must make for any trip, an overseas export visit involves some special preparation. For your trip, you will need to take:

- A good supply of business cards. Give one to each person you meet in your appointments and make sure you get his business card. This is useful for building an export mailing list. You may consider having your business cards printed on both sides, with English or French on the one side and the language of the country on the other.
- Business stationery.

- A small dictaphone to record details of meetings and their outcomes, specific agreements/tasks you have undertaken and your follow-up plan.
- Sales brochures/literature describing your products, your capabilities and your policies. Ideally, these should be in colour and geared to your prospective market. The copy should be in the local language or multilingual.
- A photograph album showing close-ups of your products, your manufacturing facility and offices.
- C.I.F. prices for all your products for each country you want to visit.
- A schedule of sailings to these countries from major Canadian ports.
- A selection of small giveaways — something connected with your product or a souvenir from Canada.
- Samples of your product, if feasible. If you carry samples, find out about customs regulations of the country. You can check this through its trade representatives in Canada.
- Follow up your sales visit upon your return to Canada. For suggestions for following up business contacts made during your trip, see *After You Return* (Page 19).
- Inform the Trade Commissioner of your travel plans as soon as they are finalized.
- Apply for your Canadian passport. If you already have one, make sure it is still valid.
- Make sure you have the required entry visas for the countries you plan to visit.
- Take extra passport photos for additional visas or permits you may need on your trip.
- Check what immunizations are required for your trip. When you get the shots make sure your health booklet is properly stamped. Carry this with your passport.
- If you are planning on renting a car