

principals in various ways, including keeping in regular touch with potential buyers and giving advance notice of forthcoming procurements, translation of product literature into Turkish, organization of briefings, seminars and visits, interpretation during business meetings, and on-the-spot problem-solving with the customer. It is very difficult for Canadian firms to succeed in the Turkish market without good agents or local partners.

Reports on Turkish firms as potential representatives or partners (joint venture or manufacture-under-licence) of Canadian exporters are available from the Commercial Division of the Canadian Embassy in Ankara. The type of reports provided by firms such as Dun and Bradstreet are not available in Turkey, but locally produced reports are usually comprehensive and reliable.

Once an agent is appointed, he or she should be given the principal's fullest support regarding literature, technical and other information. Government buyers and larger importing firms should be given catalogues and other literature clearly indicating the name and address of the local agents or distributors. For technical products, an agreement should be reached with the agent concerning the publication of Turkish-language leaflets, catalogues and instruction manuals, in accordance with Law No. 632. Since blue-collar workers using imported machinery understand little English, it is essential to provide Turkish instruction manuals for practical as well as for legal reasons.

Agency Legislation

Sections 116 to 134 of the Turkish Commercial Code and Law No. 6762 of June 29, 1956, govern the position of agents in Turkey. Under the law, each of the parties may terminate a contract by giving three months' notice in cases where no specific term has been defined. If a term has been specified, the contract may also be terminated on reasonable grounds. The party terminating the contract without reasonable grounds and without three months' notice must compensate the other party for any losses resulting from the non-completion of business in progress.