Some 300 Trading Houses Have Been Identified In Canada...

British Columbia	45
Ontario	136
Quebec	75
Other provinces	44
Total	**300**

...Most Of Them Are Of Modest Size

Less than $25 million in export sales per year	254
Between $25 and $100 million per year	18
More than $100 million per year	28
Total	**300**

Source: *Promoting Canadian Exports: The Trading House Option*

5 Selecting Trading Houses

The relationship between a manufacturing firm and its trading house is a partnership. That is, they embark together on joint ventures which, if properly conducted, should work to the mutual advantage of both partners. The success of such ventures requires that the partners be a good match and that they trust each other.

A proper match will not be made if there is any misunderstanding concerning the respective abilities and expectations of either party. The confidence needed for a beneficial partnership can be established only if both parties give evidence of their seriousness and honesty in doing business.