

8. For high ticket items, suppliers should create financing packages to lease or sell equipment in Chile.

Financing aspects of a purchase are fundamental in such a competitive market as Chile. Purchasers normally will look for the most convenient credits obtained from the government of the supplier's country.

Larger buyers may request financing facilities directly with international banking groups, rather than obtaining local credit, which normally is more restrictive and expensive. Smaller buyers may request direct credit from the suppliers, who might have better access to preferential terms.

9. Equipment trials, coordinated through an entity as *Fundacion Chile*, is an excellent sales strategy that would help the supplier validate equipment performance claims.

5.2 Choice of Market Representatives

The selection of a market representative should be considered carefully by the consultant or equipment supplier. Even though the above mentioned strategies recommend that the role of your local representative be limited to that of project identification, the image of your representation in the Chilean market will have a direct bearing on your image in the marketplace.

Companies looking for an agent or representative are recommended to first contact one of twelve International Trade Centres located across Canada to find out about fairs and missions to Chile. Participation in a recognized foreign trade fair or mission is an excellent way to meet agents and representatives.

5.3 Trade Promotion Opportunities

An excellent way for Canadian exporters interested in entering the Chilean market is by participating in one of Chile's major trade exhibitions, such as the annual Expocorma (as of 1995), the bi-annual Tecnomadera and the bi-annual Expocelpa.

Expocorma:

Expocorma is organized by the Chilean Timber Corporation "*Corporacion de la Madera* (CORMA) and is sponsored by the Chilean Government. Expocorma's fifth version will take place in Concepción, 600 km south of Santiago, which is considered Chile's forestry capital. It will be held from November 22 through November 26, 1995. This fair is meant to promote technological exchange and, provide a meeting point for exhibitors, executives and professionals involved in the forestry sector. The organizers have also considered visits to the main forestry and timber companies and industries, to observe the development of the Chilean forestry sector, in plantations, harvesting sites, sawmills, hardboard and panelling industries, pulp and paper mills and ports in the VIII Region.

Canada's Department of Foreign Affairs and International Trade (DFAIT) encourages the participation of Canadian companies at Expocorma by hosting the National Pavilion. Canadian companies interested in participating in this trade exhibition are