

## DOING BUSINESS IN SINGAPORE



### THE CANADIAN HIGH COMMISSION

The Commercial Division of the Canadian High Commission *acts as a liaison between Canadian companies and local business, government, and industry.* Canada-based trade commissioners and locally-engaged commerce officers seek business opportunities for interested and export-ready Canadian firms. They can offer recommendations and advice in areas such as selecting agents, methods of advertising, updated information on Singapore companies, knowledge of upcoming tenders, etc.

*If you are considering Singapore as a market for your goods or services, you should advise the Commercial Division of your intention to visit Singapore and ask for a meeting with the officer who looks after your commodity.* When writing the office, provide as much information as possible about your company and your good or service: *your product's competitive advantage where you are currently selling both in Canada and abroad, how old is your company, how big (number of employees, export sales, etc.).* A corporate brochure can be faxed to potential Singapore partners. A usual rule of thumb is you will not sell abroad if you are not successfully selling in Canada; your company will probably be an unknown entity in Singapore and you will have to establish your company and product credibility. Also useful is information about your product or service, including price, technology, applications, competition in Canada and abroad, and the type of exporting you want to do, i.e. direct sale, joint venture, third country, looking for agent or distributor.

**THE CANADIAN HIGH COMMISSION IS LOCATED IN THE IBM TOWERS, 80 ANSON ROAD, 14 FLOOR, SINGAPORE 0207, TELEPHONE (011-65)225-6363, FAX 225-2450.**



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*A personal visit is the best introduction to Singapore and its business opportunities.* Local business or government contacts prefer to meet and deal with prospective sellers, at least the first time a presentation is made. In entering a new market, you face the challenge of convincing local contacts of your firm's products and its competitiveness.

Making business contacts and sales occurs at a slower pace in Singapore (and most Asian countries) than in North America. Appointments should be kept punctually.