

4 For Your Canadian Clients

Provide the following Internet links or WordPerfect documents. If you cannot provide them in both official languages, we will contact your information coordinator to arrange for translation.

Market Prospect

- list of Internet links related to business climate, opportunities and events with a two-line description of the content of each site.
- horizontal or sectoral documents such as sectoral briefs and documents related to the way business is conducted in your territory.

Visit Information

- list of local hotels with full coordinates;
- tips for business travellers or links to Internet sites relevant to visit information

Key Contacts Search

- verified lists of local contacts, for example:
 - potential buyers, partners by sector
 - agents, manufacturers' representatives
 - distributors, importers by sector
 - consultants
 - accountants
 - government officials
 - associations, chambers of commerce
 - freight forwarders
 - local customs brokers
 - lawyers and patent attorneys
 - technology sources
 - financial institutions

Please refer to the guidelines on publication of lists of contacts.

5 For Your Local Clients

You may want to send us WordPerfect documents or Internet links intended for your local clients. We will discuss the best way to present this information.

Questions and Answers

Q. What if our Post already has a Web site?

A. Then you may want to benefit from the traffic on InfoExport. Remember that there are some 35,000 people who connect to InfoExport every month and that they click on the site half a million of times. Any document put on InfoExport also gets captured by searches done on ExportSource. Can you say the same about your site?

Start by looking at your territory heading in the Trade Commissioner section of InfoExport. Customize it by following the five steps above and make **that** the Trade and Investment section of your Post's Web site. This way, clients