

Exporter's Checklist for Briefing Information for Overseas Trade Posts (cont'd)

Company sales pitch

List five or six key points about your company that would be of interest to prospective agents (e.g., service support policy, agent training, etc.).

Competitors

List the brand names, company names, city and country of your main competitors.

Market projections

List your projected sales for the next three years. List key target industry sectors and potential customers in as much detail as possible.

Method of distribution for products

Describe how you would like to distribute your product (e.g., directly or through agents or distributors).

Indicate the price structure you have in mind.

Characteristics of an effective agent for products

Describe in detail the characteristics/experience/background that a good agent for your product should have.

Comments

List any additional information about your company you feel would be helpful in establishing overseas contacts.



Contacts

Canadian Government Departments and Services in Mexico

The **Trade and Economic Division of the Embassy of Canada** in Mexico and the Canadian consulates in Monterrey and Guadalajara can provide vital assistance to Canadians venturing into the Mexican market. There are several trade commissioners at the Embassy and in the two consulates. They are well informed about the market and will respond in any way possible to support a Canadian firm's presence in Mexico. They can provide a range of services, including introducing Canadian companies to potential customers in Mexico, advising on marketing channels, assisting those wishing to participate in trade fairs, helping to identify suitable Mexican firms to act as agents and compiling strategic business intelligence on potential foreign customers.

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Canadian Government Departments and Services in Canada

Department of Foreign Affairs and International Trade (DFAIT)

DFAIT is the Canadian government department responsible for trade development abroad. The **Enquiries Service** and **ExportSource** (<http://exportsource.gc.ca>) should be the first contact points for information on export markets. ExportSource provides literature on export-related programs and services, acts as an entry point to DFAIT's trade information network, and can provide copies of specialized export publications and market information.