
Contents

Foreword	1
Introduction	2
Trading Houses ... What Are They?	3
Trading Houses ... How Do They Operate?	4
Supply Marketing	5
Demand Sourcing	7
Project Procurement	8
Trading Houses ... How Do They Make a Profit?	11
When Should Trading Houses Be Used?	12
Starting to Export	12
Diversifying Export Markets	13
Becoming a Mature Exporter	13
Locating Trading Houses	13
Selecting Trading Houses	14
Building an Effective Partnership with a Trading Company	17
Product Coverage	17
Product Knowledge	17
Territories	18
Promotion	19
Contract	19
Pricing for Export Success	19
Demand Pricing	19
Export Costing	20
Manufacturer Costing	21
Useful References and Addresses for Information on Canadian Trading Houses	24
