

- balancing the use of briefings, appointments, and research by the visitor to derive maximum possible use of the limited time available during his visit,
- gathering beforehand as much useful background information and material as possible on the subject of interest in order to present him with all potential prospects effectively and thoroughly on his arrival,
- cooperating with other posts on regional trade promotion programs,
- recording the performance of various post trade promotion programs and commenting on their achievements or lack of progress,
- making recommendations and suggestions to alter or drop specific trade promotion programs based on their results, and suggesting alternative programs to better exploit the local market potential.

(4) Establishes communications with local and Canadian businessmen by:

15%

- contacting and establishing a rapport with a wide range of key personnel in local importing, handling, distributing, wholesaling and retailing companies and associations,
- assisting in the drafting of speeches which are to be delivered to local trade groups, associations, service clubs and potential importers, on the products, capabilities and advantages of trade with Canada,
- writing reports and articles for publication on the market for specific Canadian goods and services and preparing reports and articles for publication on the "How" of exporting to the territory,
- assisting in the preparation and issuing of news releases and bulletins on noteworthy Canadian products, achievements and other trade related information.

(5) Prepares replies to written and telephone enquiries from Canadian firms, local importers and exporters and departmental sources by:

15%

- applying the background obtained through the activities of Sections 1 and 2 above, identifying prospective representatives and agents for Canadian companies,