

offer services to business visitors and the Commercial Division of the Canadian High Commission works closely with them.

Canadian banks also have extensive representation in London. While personal banking services are limited, they offer a complete range of banking services for business. The Bank of Montreal, Bank of Nova Scotia, National Bank of Canada, Canadian Imperial Bank of Commerce, Royal Bank of Canada and Toronto Dominion Bank have branches in the U.K.

Because London is an international business and financial centre, there are several other Canadian organizations with a local presence that the visitor may find useful. These include investment houses and insurance companies; law firms; publishing houses; advertising agencies; airlines; shipping and rail companies; and print and broadcast media. A complete list of Canadian companies in the U.K. is available from the Canadian High Commission. There is also an active Canada/U.K. Chamber of Commerce which is strongly supportive of trade and investment flows between the two countries.

Some of the more important points to remember when studying the British markets are listed below.

***Demand for the Product.*** Determine the extent to which a product may need to be adapted to meet local tastes and regulations. Be prepared to be flexible if you are serious about selling in Britain.

***Tariff and Other Trade Access Regulations.*** These are available from the European Community Trade Policy Division of External Affairs and International Trade Canada and are necessary for the development of c.i.f. prices to a U.K. port.

***Domestic and Foreign Competition.*** If you don't already have a good knowledge of the competition, enquire at the Canadian High Commission in London.

***Stereotypical Views.*** Although Canadians are seen by the British as "trustworthy" business partners, Canada is viewed as geographically remote and more as a traditional supplier of raw materials than as a modern hi-tech industrial society. Extra effort must be made to convince the British buyer of Canada's capacity to supply a quality product and to support it with good after-sales service.