
Introduction

This publication is designed for exporters who, as part of their marketing strategy, are examining foreign market representation options, and for companies that have received an unsolicited proposal from a potential agent or distributor and require guidance in the assessment process.

The guidelines in this publication are intended to assist exporters in the following steps:

- identifying a number of potential agents or distributors;
- evaluating their suitability;
- developing and negotiating a proper contract;
- working with the agent or distributor to maximize results and mutual benefits; and
- terminating the arrangement, if circumstances require.

This publication is directed toward the use of foreign representation in countries other than the United States; the latter is covered by the publication *Selecting and Using Manufacturers' Agents in the United States* (see Appendix B).

The guidelines in this publication are just that — guidelines. While they are intended to cover as many potential products, markets and situations as possible, not all suggestions will apply to every situation. Exporters are advised to contact a Canadian trade commissioner in the specific market area to determine what considerations, if any, may apply to the appointment of an agent or distributor in that country (see the *Directory of the Canadian Trade Commissioner Service* listed in Appendix B). This publication is not intended to address the issue of developing a proper corporate export marketing plan or strategy. This subject is covered in the publication *Export Guide: A Practical Approach* (see Appendix B).