

The commission agent is the most common type of representation. Particular care should be taken to ensure that the selected agency has sufficient standing and financial resources to offer adequate representation and, if required, repair facilities. In most instances, agencies are far too busy to promote a new product effectively. Frequently, the best type of representation is offered by the agent who specializes in a small group of similar but non-competitive products. Countertrade is not encouraged by the government because Chile needs the foreign currency earned from exports and has no difficulties exporting its products.

Advertising and Promotion

Most Chilean advertising is placed through the press, radio or television. Commercial radio with numerous stations throughout the country is probably the best advertising medium (some 30 per cent of total advertising expenditure in Chile is devoted to radio). The Santiago radio stations reach an estimated 2 million Chileans.

There are also national newspapers, a number of trade magazines and other publications as well as an expanding television network. Movie theatres are an efficient advertising medium since there are a large number of them throughout the country.

Price Quotations

Quotations should be c.i.f. in U.S. dollars. The f.o.b. value should also be clearly shown on invoices. Some importers, especially in the public sector, request f.o.b. quotations with an informative estimate of post f.o.b. expenses with the intention of contracting the insurance and freight services.

Terms and Methods of Payment

All permissible imports exceeding \$10 000 (US) f.o.b. in value must be registered prior to shipment through a commercial bank with the Banco Central de Chile on an import report (informe de importacion). Goods must be shipped within the valid period of registration, 360 days.