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What Mr. Kampouris now has to do is either locate a supplier or contact one he already deals with and make sure that the product can be delivered quickly and on terms acceptable to both buyer and supplier.

This is an example of a one-shot deal. But it may eventually lead to other orders from the same Trinidad client and from other buyers in Trinidad or other countries. A trader who has established fruitful business relations with a Canadian supplier is, of course, inclined to capitalize on them and develop them to the maximum.

Whether the export initiative comes from the Canadian producer or the foreign-based buyer, the trader is at the intersection of offer and demand. Supply marketing and demand sourcing are thus two sides of the same transactional coin. In both cases, traders who are solicited for one-shot deals will aim to develop an ongoing flow of goods and generate long-term market penetration and profitability. They will hope that, in time, their role as sales facilitator will evolve into that of a fully fledged export marketing intermediary, as in the case of Overseas Projects, with its exports of vacuum cleaners to Saudi Arabia.

## ***Project Procurement***

Rwanda wants waiting-room furniture for a medical clinic project. Honduras is looking for forestry equipment, Chile for forest fire-fighting apparatus. An Arab country wants medical equipment for monitoring newborn infants, a South American airforce needs something to teach artificial resuscitation. A company in Peru is looking for spare parts for an obsolete unit in a crude oil processing plant. An Australian agricultural supplier wants special parts for baling machines. A Southeast Asian country is looking for road equipment for a major construction project.

All of these countries have something in common: they would all like to buy from Canada. But how do they go about it? There are several ways, one of which is to call a tender. This can be done via a formal international tendering procedure through entities such as the United Nations (UN); through any international financial institution (IFI); government-to-government; via a large multinational; or on a more informal level, by a direct telex to a company asking it for a quotation.

Some trading houses specialize in searching and sourcing goods as varied as those listed above. Once the goods are sourced, the trading house will quote ex factory prices, and costs of inland freight and export packing if