

helpful in making guests feel at home at a reception. When a local representative of a Canadian manufacturer of a product on display is not in attendance at the stand, pertinent enquiries should, nonetheless, be referred to him. It is useful if he can be advised of them on a daily basis. Agents should be discouraged from trying to handle public enquiries for other than their own products.

Trade Fair Authorities

164. Minor problems are inevitable, and the closer and more personal the Trade Commissioner's relations with the individual members of the fair authorities' staff (including the clerical level), the more quickly and easily will problems be solved. Cultivation prior to the fair can "pay off", and a Trade Commissioner may wish to invite such persons to lunch or dinner weeks or even months in advance.

Adjacent Exhibitors

165. It is good policy to make the acquaintance of one's neighboring exhibitors. If a reception or special gimmick is scheduled, the neighboring stands should be informed so as to avoid any conflict in plans. They may well return the courtesy.

Customs Authorities

166. Specific directions for customs entry should be sent to the Exhibition Commission at least three months before the fair.
167. When a fair is over there are usually problems with goods which, at the time of importation, were to be returned to Canada, but which have, for one reason or another, been earmarked to stay. In some countries this causes little difficulty but in others the customs procedures may be difficult. The best way of reducing the trouble is to discuss the problem with customs officials before the exhibit arrives; special instructions may be forthcoming for addressing or documenting the shipment which will serve to facilitate matters at the conclusion of the fair. The Trade Commissioner should attempt to arrange the entry of all goods in such a way that, when the fair is over, individual items can be disposed of on site (if sold then the buyer should be responsible for the payment of customs duties when he takes delivery), placed in bonded storage pending a decision on their disposal, packed separately for shipment to a place other than their point of origin or returned to Canada.
168. Every effort should, of course, be made to persuade Canadian companies to sell their exhibited goods abroad. This is particularly true of heavy equipment on which freight costs are high.