
IV. YOUR BUSINESS TRIP TO AUSTRIA

Service of the Trade Commissioner

The Commercial Division of the Embassy can function as a liaison office between Canadian firms and local domestic and international business and industry. Business opportunities for Canada are actively sought and relayed to interested Canadian firms either directly or through the Canadian regional offices of the Department of Regional Industrial Expansion (DRIE). Potential buyers and sellers are brought together and advice is offered as required. Market surveys (of reasonable proportion) are conducted on behalf of Canadian firms; and agents, distributors or other outlets as well as suitable marketing techniques and approaches are recommended.

In the final analysis, there is no substitute for a personal visit. The exporter has to study and evaluate the market on the spot to make final decisions on the selling approach.

When planning your business trip to Austria, you should first contact the regional export officer at the nearest DRIE regional office in your area who is able to inform you of the range of federal programs and assistance available to exporters. You should also advise the Trade Commissioner at the Commercial Division of the Embassy well in advance of your arrival (either directly or through the regional export officer), outlining the purpose of your visit and providing several copies of brochures or other relevant information on your product or service. It is advisable to work out the c.i.f. prices on at least part of your product range and to list any contacts you may already have in the Austrian business community. With this information at his disposal, the Trade Commissioner will be pleased to arrange appointments on your behalf which can be confirmed upon your arrival.