

With more than 500 trade professionals in 140 cities around the world, the Canadian Trade Commissioner Service has helped thousands of companies succeed at doing business abroad.

What about you?

Are you a Canadian company that is ready to enter the international marketplace for the first time? Or are you an experienced Canadian exporter seeking to crack new markets abroad? In either case, you are entitled to use, and keep on using, any and all of the following six core services offered free of charge at every one of our offices worldwide:

- **Market Prospect**
- **Key Contacts Search**
- **Local Company Information**
- **Visit information**
- **Face-to-face Briefing**
- **Troubleshooting**

When you contact the Trade Commissioner Service, you are tapping into a global network of professionals. You are also initiating an important partnership on which you can continue to rely as you build your business abroad.

What follows is the second in a series of descriptions of the core services of the Trade Commissioner Service — available to you, the Canadian trader. Access our services on-line at www.infoexport.gc.ca

Looking for a foreign partner? Ask for a *Key Contacts Search*

Once you have researched and selected a target market for your Canadian product or service, your next challenge will be to successfully enter the market. Success in meeting this challenge may well depend on the quality of help and services you receive from key players on the inside.

The Canadian Trade Commissioner Service can help you find those players, through the core service called **Key Contacts Search**.

How can I benefit from a Key Contacts Search?


As a newcomer to a market abroad, you will find it necessary to make contacts and form business relationships with knowledgeable persons within the market. Key players know the local scene and can provide the kind of market-specific information you will need to refine and implement your entry strategy. A

Key Contacts Search can be your key to getting in touch with just the right people.

What will I get from a Key Contacts Search?

When you request a **Key Contacts Search**, our officers abroad will provide you with a list of qualified contacts that may be useful to you in entering and developing the local market. This list may include any of the following:

- potential buyers, partners
- agents, manufacturers' representatives
- distributors, importers
- consultants, accountants
- government officials
- associations, chambers of commerce



Key Contacts Search



Access our market studies and our network of professionals at

www.infoexport.gc.ca

- freight forwarders
- lawyers, patent attorneys
- technology sources
- financial institutions

What information will the officers abroad require of me?

To make the list as relevant to your needs as possible, our officers need to know about your company and your export business plans. In your initial correspondence with the post, wherein you request a **Key Contacts Search**, you should provide the following information:

- Who are the end users of your product or service? Whom do you sell to in Canada and abroad, and how?

- How do you plan to enter the market — export licence, joint venture, or investment?
- How would you describe the typical buyer, distributor, agent, or partner you want to work with in your market?

The quality and usefulness of the list you receive will depend largely on the thoroughness and detail with which you respond to these questions. Good contacts can take years to establish, and officers abroad put their credibility on the line each time they refer a Canadian company to a key player in the market. The better the information you provide, the better assured our officers will be of your company's potential, and the more confidently can they supply you

with useful, specific information of high quality.

Can I contact all of the offices abroad at the same time to gather Key Contacts?

No. Our clients are companies that have researched and targeted potential export markets. To save money and energy, you should focus your efforts on a few markets at a time. For those companies who need help to research and select target markets for their products or services, call Team Canada Inc. at 1 888 811-1119.



If you're ready to talk to key players in the market, the Trade Commissioner Service can tell you who they are.

HELPING YOU LEARN FROM EXPERIENCE. OURS.

THE CANADIAN TRADE COMMISSIONER SERVICE

- Market Prospect
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