

Products

(Please describe the product you wish to sell and list two or three key selling points of your product relevant to our market place that would convince a prospective agent or customer to meet with you during your visit.)

Company Export Experience

(Please list countries you currently export to and comment on your successes. Also indicate the type of agent you have in each country. List key foreign reference accounts.)

Method of Distribution

(Please describe how you would like to distribute your product e.g. Agents/Distributors/Direct, etc. Please also describe typical methods of distribution/distributor used in other countries.)

Characteristics of an Effective Agent

(Please describe in detail the characteristics/experience/background that a good agent for your product would have — e.g. “medium-size firm selling hardware and software to the financial community.” Be as specific as possible because your previous success in selecting an agent is our best guide to assisting you in Australia.)
