
VII. YOUR BUSINESS VISIT TO NEW YORK

There is no substitute for the personal visit. Correspondence, while better than nothing, does not excite the sophisticated New York type of businessman. In a few words, he wants to be shown.

Services of the Trade Commissioner

The Commercial Division of the Canadian Consulate General in New York is equipped to function as the liaison between Canadian and local U.S. business and industry. It actively seeks business opportunities for Canada in the post territory and relays these to firms considered interested and capable. Potential buyers and sellers are introduced with guidance provided as required. Market surveys of reasonable proportions are conducted on behalf of Canadian firms and agents, distributors or other recommended outlets. The Canada Room of the Consulate General is available for product displays and in-office shows. Hours of the Consulate General are 9:00 a.m. to 4:30 p.m. Monday to Friday.

Advise and Consult

When planning your first visit to New York, advise the officers of the Commercial Division of the Consulate General well in advance of your arrival. Inform them of the objective of your visit and include several copies of the product brochures. It is helpful if you work out the c.i.f. prices on at least part of your product range. You should also list any contacts already made with the local business community.

With this information at their disposal, the commercial staff will be pleased to arrange a tentative itinerary and make appointments on your behalf that you can confirm upon arrival. Because of the increasing number of businessmen visiting the U.S. it is recommended that you leave the arrangements for hotel reservations in the hands of your travel agent.

When to Go

The best time to visit New York is during the spring or fall. Avoid the Christmas and August vacation periods. Bear in mind that buying schedules may vary somewhat