

STEP C: FOLLOW-UP AND PERSISTENCE

The Colombian sector market cannot be penetrated overnight. Competitors, many from the United States, are deeply entrenched and difficult to displace. Patience and a long-term commitment to this market are essential prerequisites for success. Your agent should receive appropriate support to promote your products or services on your behalf. It is not unusual for a first sale to come only after several years of sustained promotion and repeated visits to potential clients. Inform yourself about financing support available from the Export Development Corporation.

You should also keep government contacts (including the Canadian Embassy Commercial Division, the local International Trade Centre, and provincial government trade development officers) informed of your interests and sales strategy so they can support you to the maximum with sectoral intelligence and through involving your firm in marketing programs such as missions, incoming visits, etc. in this sector.

All avenues to enter the market should be explored. These include joint ventures and technology transfer agreements, for which you may be eligible for support from the Canadian International Development Agency Industrial Cooperation Program.

NOTE: Companies which have a product or service other than those mentioned in this report should contact the Canadian Embassy in Bogotá for a more detailed evaluation of the market potential.