

tend to think in global terms, their preconceptions about Canada may lead them to be skeptical about the quality of your product. They are open to suggestions quietly put, but will insist on comprehensive information on your product, as well as the background of your company. Also, British reserve is not a myth — good business practice allows for reflection. The experienced exporter will take account of this national characteristic.

Experience has demonstrated that successful exporters usually pay regular visits to Britain, and certainly a personal on-the-spot investigation is invaluable in assessing the market potential and establishing solid and fruitful contacts. Appropriate timing should be considered. The main holiday season, from early July to early September, should generally be avoided.

It may be advantageous to plan a visit to coincide with a trade fair or exhibition of particular interest. London used to be the main venue for national and international exhibitions, but the National Exhibition Centre in Birmingham is now attracting a number of major events.

Hotel accommodation should be booked well in advance of arrival, particularly in London. Until recently, hotel prices included an English breakfast, but this is no longer so. In some cases a continental breakfast is included in the price, but breakfast is generally an additional charge.

Car rental charges are generally double the Canadian level but vary according to rental company and car size. Unless you have a particularly stout heart, it might be wise to consider using the very adequate public transport (trains, taxis and the London "tube") rather than running the gauntlet of dense British traffic where the driving is on the "wrong" side of the road.

London is one of the world capitals where the gourmet may experience foods from many nations. The British haven't forgotten their traditional dishes either. Roast beef and Dover sole are in abundance. However, dining out, especially in London, can be expensive.

On the subject of tipping, the British are not difficult, but a 10 to 15 per cent tip is usually expected. In pubs tips are not usually given for service at the bar.

Most visitors will find it useful to call upon the Agent General for their province. Alberta, British Columbia, Nova Scotia, Ontario, Quebec and Saskatchewan all have permanent offices in central London. The provincial offices