

Table 2

## Exporter's Briefing Sheet for Osaka

If you are planning a business trip to the Kansai and intend to use the services of the trade commissioner, please supply the following information about your product and company:	
<b>Product</b>	Describe your product and list two or three key selling points relevant to the Kansai marketplace.
<b>Company</b>	Provide some information about your company including the number of employees, size, history etc. List countries you are currently exporting to and comment on your successes. Indicate the type of agent you have in each country and list key foreign reference accounts.
<b>Distribution</b>	Describe the way that you would like to have your products distributed — e.g., agents, direct etc. Please also describe typical methods of distribution you have used in other countries. Because Japanese business is based on close relationships, selling direct from abroad is usually very difficult.
<b>The Ideal Agent</b>	Describe in detail the characteristics, experience, and background that a good agent for your product would have to have — e.g., "medium size firm selling hardware and software to the financial community." You should be as specific as possible because your previous success in selecting an agent is our best guide to assisting you here.
<b>Company Sales Pitch</b>	List five or six key points about your company and its products that would be of interest to prospective agents — e.g., "our company is the second largest manufacturer of system kitchens in Canada."
<b>Competitors</b>	List the brand names, company names, city and country of your main competitors. This information will allow us to avoid sending your product literature to companies that already represent your competitors and we can also provide information on how your competitors are doing here.
<b>Market Projections</b>	Provide some indications of your expectations in the market — i.e., volume of shipments anticipated.
<b>Assistance Required from Post</b>	In specific terms, detail what you wish the Consulate General staff to do on your behalf.

Make every effort, therefore, to be on time for all appointments and call ahead if you should be delayed. Feel free to ask for assistance in cancelling any appointments you cannot keep. But do try to avoid cancellation, especially at the last minute. This will not only destroy your credibility, but will also hurt the efforts of all Canadians trying to do business in this market. As the official representatives of Canada, we often have good access to senior government and corporate officials; this access is dependent on us maintaining a high level of professionalism.

When you do make calls, please keep the Consulate General informed on the usefulness of these contacts and the results obtained. Please let us also know whether our efforts have been successful in helping you set up a distribution system. This will enable us to keep our agents' list up to date and to refer any potential business to your distributor.