

---

## ***Some 300 Trading Houses Have Been Identified In Canada...***

British Columbia	45
Ontario	136
Quebec	75
Other provinces	44
	<b>Total 300</b>

## ***...Most Of Them Are Of Modest Size***

Less than \$25 million in export sales per year	254
Between \$25 and \$100 million per year	18
More than \$100 million per year	28
	<b>Total 300</b>

*Source: Promoting Canadian Exports: The Trading House Option*

More information on trading houses can be obtained from the Trading House and Countertrade Section, Export Finance, Capital Projects and Trading Houses Division, Department of External Affairs, in Ottawa as well as from the regional offices of DRIE.

## ***Selecting Trading Houses***

The manufacturing firm and its trading house are partners. That is, they embark together on transactions which, if properly conducted, should work to the mutual advantage of both. The success of such ventures requires that the partners be a good match and that they trust each other.

A proper match will not be made if there is any misunderstanding concerning the respective abilities and expectations of either party. The confidence needed for a beneficial partnership can be established only if both parties do business seriously and honestly.