

highlights what your company does. They have to describe your products, explain your reputation in the world marketplace, list your key reference accounts and present the opportunity of working with your company in a favourable light. The more effective this presentation, the greater direct benefit to you in terms of sales and the quality of your agency agreements. A checklist of the basic facts to provide is available from your nearest International Trade Centre.

TACKLE ONE MARKETPLACE AT A TIME

Many Canadian companies take advantage of modern office technologies to send an export inquiry to every one of the more than 120 Canadian trade commissioners around the world. There is no way that you can effectively follow up all the leads or contacts that these trade commissioners will discover. Consequently, this method is not recommended.

Develop one market at a time and wait until you have established an effective distribution process before tackling the next one. For most Canadian companies new to exporting, the nearby United States is the least alien market, and that is usually a good place to start.

SEND PRODUCT LITERATURE

Trade commissioners in some posts will need five copies of product literature for initial market research. When the time comes for you to visit the region and the trade commissioner begins setting up appointments on your behalf, more copies will be required.

Although English is widely used for commercial purposes, it is, at best, the second language in many countries. If possible, your product literature should be translated into the language of the target market area. Your trade commissioner can advise you on how to arrange this locally.