
VI. YOUR BUSINESS VISIT TO THE UPPER MIDWEST

There is no substitute for a personal visit. Correspondence, while better than nothing, does not excite the sophisticated Upper Midwest businessman. In other words, he wants to see the product and to discuss the potential transaction with the exporter on a face-to-face basis.

Services of the Trade Commissioner

The Commercial Division of the Canadian Consulate General in Minneapolis is equipped to function as the liaison between Canadian and local U.S. business and industry. It actively seeks business opportunities for Canada in the post territory and relays the relevant information to firms thought to be interested and capable. Potential buyers and sellers are introduced, and guidance is provided to either, as required. Market surveys of reasonable proportions are conducted on behalf of Canadian firms and agents, distributors or other outlets recommended. The reception room of the Consulate General is available for product displays and in-office shows. Hours of the Consulate are 8:30 a.m. to 5:00 p.m., Monday through Friday.

Advise and Consult the Trade Commissioner

When planning your first business visit to the Upper Midwest, advise the Commercial Section of the Consulate General well in advance of your arrival. Inform the Section of the objective of your visit and include several copies of your product brochures. It is extremely helpful if you work out the c.i.f. prices on at least a part of your product range. You should also list any contacts you may already have made with the local business community. With that information at their disposal, the commercial staff will be pleased to arrange a tentative itinerary and make appointments on your behalf that you can confirm on your arrival.