

## Trade and Business Publications

Advertising in trade journals, business directories or catalogues is a popular way to reach prospective foreign buyers. Many English-language publications enjoy wide circulation in countries where English is not the native tongue.

Trade publications tend to carry a great deal of advertising, and are widely read by buyers for this reason. New exporters can learn a great deal about competitors' products, prices and marketing approaches from foreign trade publications that focus on their industry or product category.

## Promotional Materials

Promotional materials describe a product or service, inform potential customers why they should purchase it, and tell them how to place an order or obtain more information. They can be used in a campaign or distributed at a trade fair, and they can also be directed at the target market, importers and distributors, foreign agents and representatives, or end users.

Promotional campaigns should have an international flavour which will likely require some modification to existing promotional materials.

Here are some points to consider:

- Where necessary, rewrite sales letters and literature to adapt to foreign markets. Use simple, straightforward language, and avoid slang words or terminology that foreign buyers may not understand.
- Photographs and illustrations are often effective in communicating your message and the

A choice of vehicles  
are available for  
promoting your product  
or service, including:

- ▶ trade and business journals
- ▶ catalogues
- ▶ promotional campaigns
- ▶ trade fairs and exhibitions

use of your product or service without lengthy descriptions.

- Materials should be translated into the language of the target market. In many parts of the world, however, English is common in business, even when it is not the native language. If translation is required, you should hire a professional translator with experience in commercial and business materials. You may also wish to have a native of the target country review the translated materials.

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- In non-English and non-French-speaking countries, examine the meaning and acceptability of brand names and logos used in Canada. Make sure that no negative or inappropriate connotations are conveyed.
- Be sure that the colours and symbols used in promotional materials are sensitive to local tastes and consumer preferences.

## Trade Fairs and Exhibitions

Trade fairs are an effective way of learning about other markets and, at the same time, of promoting your product with prospective foreign buyers.

Most trade fairs focus on particular industries. As an exporter, your objectives in participating in these events are to display your merchandise, make business contacts, check into the market, learn more about your competitors and their products, and make sales. Some foreign trade fairs are order-taking events — attendees come prepared to buy or, in the case of agents/distributors, to negotiate representation agreements. You should be prepared to take orders or to discuss the possibility of representation by a foreign intermediary.