

Business Times. The country's state-owned radio and television stations offer commercial spots in all of the official languages. In some cases, advertising format may differ from that in Canada; for example television advertising usually takes the form of short spots similar to those on British television.

There are many advertising and public relations firms in Singapore that can assist Canadian exporters in media presentation. Market research is becoming increasingly important.

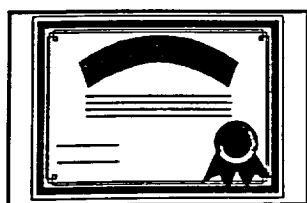
METHODS OF PAYMENT

Prices should be quoted c.i.f. in Singapore, U.S., or Canadian dollars. During early discussions, when the buyer just wants an idea of the cost, f.o.b. prices are acceptable, provided an estimate of insurance and freight is given as well.

Established Singapore importers usually have an excellent payment performance record, but *initially, it is best to ask for payment by irrevocable letter of credit.* This is acceptable and normal practice in Singapore. Once the relationship is well established, a variety of credit terms can be used, but a sale should be preceded by a current credit check. A full credit check can be obtained from companies such as Dun and Bradstreet Canada, which is linked by computer with Dun and Bradstreet in Singapore. Dun and Bradstreet has offices in major Canadian cities.

BANKING AND LOCAL FINANCE

Singapore is one of Asia's leading financial centres. By building on its infrastructure strengths, it has developed into the largest Eurocurrency market in Asia. In 1992, financial institutions operating in Singapore included 78 merchant banks, 27 financial companies and 131 commercial banks (13 locally incorporated and 118 foreign). There were 35 fully-licensed banks, 14 restricted-license banks, and 82 offshore-license banks. *Canadian banks represented in Singapore are the Bank of Montreal, Bank of Nova Scotia, Canadian Imperial Bank of Commerce, National Bank, Royal Bank of Canada, and the Toronto-Dominion Bank.* The Royal Bank recently centralized its Asian regional treasury operations in Singapore, reflecting the growth of Singapore's regional importance.



INTELLECTUAL PROPERTY PROTECTION

Patent protection in Singapore is obtained by first acquiring a British patent and then registering it within three years with the