

Planning for Trade Shows

Trade shows are an excellent way to meet potential clients and to identify business opportunities.

Despite the increase of electronic commerce, the trade show remains an important way to cement a business relationship by personal contact — vitally important in the U.S. context.

How do I plan for a trade show?

To get the most out of trade shows, you need to:

- match events with your market strategy;
- know your industry in the United States;
- develop clear targets for business development and specific events;
- notify clients and business associates two to three months in advance that you are coming;
- work with trade commissioners in Canada and at the post. Inform them of your product, your marketing plans, and your objectives;
- plan your itinerary carefully, allowing appropriate time between appointments;



- make sure that you don't run short of professional material (company literature and business cards);
- plan your follow-up campaign before you leave Canada.

How do I find out about trade shows?

You can find information on trade shows and missions on the Internet at *Strategis* (strategis.ic.gc.ca), *Trade Show Central* (www.TSCENTRAL.com), the *Meeting Planner's Trade Show Directory* (www.mmmaweb.com) and *Expoguide* (www.expoguide.com).

Trade show information is also available on the Web sites designed by Canadian consulates in Boston, Buffalo, Dallas, and Washington. (See Guide to Web Sites on p. XIV for addresses.) Δ

Stars and Stripes Forever

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managing shared fisheries resources, establishing energy policies or working to protect and conserve our environment. The business of doing business together is in itself monumental.

Not only trade but investment too

As it is with trade, the United States is Canada's most important source of investment, and Canada invests more in the United States than in any other country. In 1996, U.S. business invested \$113 billion in Canada — about 67 per cent of our total stock of foreign investment.

Not only has the NAFTA made it easier for our goods and services to enter the U.S. and Mexican markets, it has also enhanced the attractiveness of Canada in the eyes of foreign investors.

Three jobs out of ten in Canada are a result of foreign direct investment in Canada.

Much of this investor confidence in Canada is a direct result of the Agreement's provisions that ensure greater certainty and stability for investment through the fair, transparent and non-discriminatory treatment of both investors and their investments.

Add to these facts the findings of a recent study by the international consulting firm KPMG (see the November 3, 1997, issue of *CanadExport*), and Canada is looking better and better to foreign investors every day. The study, which compared the cost of doing business in Canada, the United States and five European countries, found Canada to be the most cost-effective country in which to establish a business. Δ