
VI. YOUR BUSINESS VISIT TO CHICAGO

Contact by correspondence, while better than nothing, does not arouse the curiosity of the American businessman, whose private motto is, "Show me." There is really no substitute for personal contact in the U.S. markets.

Services Rendered by the Trade Commissioner

The commercial division of the Canadian consulate general in Chicago effects liaison between Canadian and local U.S. businessmen and industrialists. It scours its territory in search of opportunities for Canadian businessmen and relays its findings to companies that are competent and willing to follow through. Meetings are arranged between potential transactors, and guidance is provided as needed. Market surveys are conducted on a manageable scale on behalf of Canadian firms, agents, distributors or others upon recommendation from Canada. The consulate general's Maple Leaf room is available for product displays and on-the-spot demonstrations. Business hours are from 8:30 a.m. to 5:00 p.m., Monday to Friday.

Advise and Consult

When planning your first business visit to Chicago, advise the commercial division of the consulate general well in advance of your arrival. State the purpose of your visit and include several copies of your product brochures. You will help them help you if you work out the c.i.f. prices on at least part of your product range. You should also list any contacts you may already have made with local businessmen.

With that information in hand, the commercial staff will be pleased to work out a tentative itinerary and make appointments on your behalf which you can confirm on arrival. In view of the increasing number of businessmen visiting Canadian trade offices in the