

F. Finance and Documentation

Financing of exports, foreign exchange, terms of payment, handling of documents, etc.

- 1) Export Development Corporation,
151 O'Connor Street, P.O. Box 655, Ottawa
Ontario, K1P 5T9
- 2) Local bankers – domestic and foreign
- 3) *Trade Financing*, Euromoney Publications
Ltd., Nestor House, Playhouse Yard,
London, EC4, England
- 4) *Incoterms* – Canadian Chamber of Com-
merce handbook, International Chamber of
Commerce, 1080 Beaver Hall Hill, Montreal,
H2Z 1T2

Other Sources

You may also obtain information and assistance from the International Trade Centres listed in chapter 7 of this book.

The new exporter, especially the small- to medium-sized firm, should avail itself of all secondary sources of marketing information (information previously collected by other parties). Because secondary data are frequently outdated and general in nature, however, the new exporter must eventually seek primary marketing information. This is usually done by a personal visit to the market in question or by the hiring of a qualified consultant. As both these methods can be very expensive, a new exporter with a viable product but without the necessary financial and manpower resources to market it, would be well advised to seek the services of a Canadian trading house. Appendix II of this book has a great deal of information on the services provided by trading houses as well as how to select a trading house and what a trading house expects from a client.