
VII. YOUR BUSINESS VISIT TO THE EASTERN MIDWEST STATES

There are no substitutes for personal visits. Correspondence does not spark the interest of the American businessman. He's "from Missouri" and wants to see and be seen.

Services of the Trade Commissioner

The Commercial Division of the Canadian Consulate General functions as the liaison between Canadian and local United States business and industry. It actively seeks business opportunities for Canada in its geographical area of responsibility and relays pertinent information to interested and capable Canadian companies. Potential buyers and sellers are introduced with guidance provided to either as required. Market surveys are conducted on behalf of Canadian firms and agents, distributors or other recommended outlets. The reception room of the Consulate General is available for product displays and in-office presentations to prospective customers. Business hours are 8:30 a.m. to 5:00 p.m., Monday through Friday.

Advise and Consult the Trade Commissioner

When planning your first business visit to the area, advise the Consulate General well in advance of your trip. Inform the staff of the objective of your visit and forward several copies of product brochures. It is helpful if you work out c.i.f. prices on at least part of your product range. You should also list previous contacts with the region's business community.

With this information, the commercial staff will be pleased to arrange a tentative itinerary and make appointments which you can confirm on arrival. Because of the increasing number of businessmen visiting Canada's U.S. Consulates General, it is recommended that you leave arrangements for hotel reservations through your travel agent.