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- **project procurement** where a Canadian trading company submits a competitive offer of goods or services for the execution of a project abroad (from providing equipment and material for a construction project to furnishings for a hotel).

Supply Marketing

Under this exporting mode, trading companies act as export management companies, export consortia, export co-operatives and corporate trading companies.

Typically, producers with temporary excess capacity will seek the help of trading companies in securing a short-term outlet for their products. These one-shot deals may interest trading companies when they can easily find a client abroad for these products.

For instance, this would be the case when:

- they are already trading similar products;
- the Canadian producers are competitive in quality and price;
- the producers have a good reputation and the trading companies would be interested in representing them;
- they have received overseas requests for products they may not yet have marketed abroad and they are interested in entering that particular product line.

In sum, trading companies will follow up on these short-term deals only if they offer opportunities for profit.

Trading companies, however, prefer to focus on long-term commitments with Canadian producers, since selling abroad is such a costly effort. This is the core of supply marketing.