

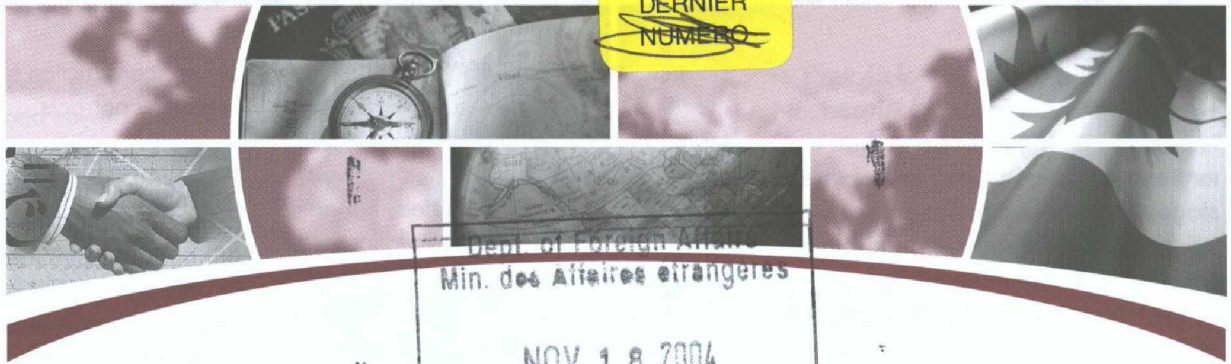
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International Trade
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LATEST ISSUE
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Aboriginal companies open for business with Virtual Aboriginal Trade Show

Aboriginal businesses in Canada are diverse, unique and offer a variety of products and services in sectors ranging from agri-food, natural resources, the environmental industry, and geographic information systems, to cultural industries, tourism and more. Some of these businesses are showcased on the Virtual Aboriginal Trade Show (VATS), an innovative Web site that brings international buyers and partners in contact with Canadian Aboriginal businesses and organizations.

International customers want to know more about Aboriginal products and services, and they can use VATS to find them. After all, Canadian Aboriginal businesses meet a variety of domestic and international needs. VATS raises awareness of Aboriginal business capabilities, helps identify opportunities,

continued on page 5 — Aboriginal companies



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Business etiquette for foreign markets

You have invested blood, sweat and tears—not to mention time and money—into your export strategy. You don't want to waste all of that effort by saying the wrong thing to your prospective client in Beijing or Sao Paulo. These tips and techniques will help keep you in the export game.

- Book meetings well in advance and confirm them within a week of travelling to your meeting.
- Be punctual even if you are conducting business in a country with relaxed attitudes toward time.
- Traditional greetings vary considerably. Do not as-

sume a handshake will suffice. Make sure you are familiar with what constitutes a respectful greeting.

- Proper use of titles and names is critical. Some cultures remain strongly hierarchical and afford considerably more respect and prestige to titles. It is best to play it safe and use titles and surnames unless otherwise advised.

For more information about planning your export ventures, read *Step-by-Step Guide to Exporting* at www.exportsource.ca/stepbystep, or call Team Canada Inc's toll-free Export Information Service at 1 888 811-1119. ★