

## Trade Commissioners on Foreign Assignment

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to places such as Stockholm, Tel Aviv, Washington, Havana and Guatemala. Between postings, he has worked in different areas, including the Trade Advisory Committees Division.

### TASSÉ, Gilles

*Consul and Counsellor (Investment) in Boston.* Prior to this first assignment for the Trade Commissioner Service, Mr. Tassé worked for eight years in the United States Business Development Division. He has been with DFAIT since 1981.



### WEBB, Robert

*Counsellor (Sciences and Technology) in Washington.* In his private-sector career, Mr. Webb was Vice-President, International Affairs for Commodore Computers and Director, International Affairs with Lanpar Technologies. He joined the Department in 1990 with a position at the East Asia Trade Division. Following that, he worked for the Department of Industry in Detroit before being assigned to Washington.

### WEDICK, Shaun

*Consul and Trade Commissioner in San Francisco.* Mr. Wedick is on his fourth posting abroad, having previously served in Tokyo, London and Port of Spain. Most recently, he worked in the Investment Section at the Canadian Embassy in Tokyo. He has also worked on several occasions in Ottawa, including assignments involving trade relations with Eastern and Southern Africa and the Middle East.



**M**any companies compete and win in foreign markets everyday. Here are some of their tips for success.

#### Zoom in on the most promising markets

Successful companies concentrate on one foreign market at a time, moving on to the next only after succeeding in the last.

#### Learn from other successful companies

Talk to Canadian companies that have succeeded in your target market. Many are willing to share what works and what doesn't. Contact your industry association to find names of successful companies.

#### Plan the financial resources you'll need

Exploring foreign markets can take longer and cost more than expected. Be prepared for significant costs for market research, product launchings and several personal visits.

#### Gear up for demand

Be prepared to meet the increased demand from a successful foreign sale. Don't forget to plan how you will adapt your products or services to the needs and tastes of the target market.

#### Make personal visits

Building business relationships in foreign markets is best done face to face. Faxes and phone calls are great for follow-ups but nothing beats meeting in person.

#### Study the market and the culture

Businesspeople and customers in most foreign markets will appreciate and reward your efforts to learn about their culture.

#### Set realistic expectations

Developing foreign markets is a long-term commitment. It takes time, effort and money. Make sure senior management is committed. Be prepared for the long haul and make perseverance your critical success factor.

*The Canadian Trade Commissioner Service helps new and experienced companies that have researched and selected their target markets. Find out about the services available to help you research and select your target market by calling Team Canada Inc at 1-888-811-1119.*