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DEVELOPING NEW BUSINESS OPPORTUNITIES:

TRADE MINISTER RELEASES PRACTICAL GUIDE TO WORKING WITH

U.S. MANUFACTURERS' AGENTS

As a "hands-on" contribution to helping Canadian exporters take advantage of trade opportunities generated by the Canada-U.S. Free Trade Agreement, International Trade Minister, John C. Crosbie, recently released a comprehensive guidebook entitled "Selecting and Using Manufacturers' Agents in the United States".

The new publication is available to the public during a series of cross-Canada conferences on the Free Trade Agreement which are being held in 17 major centres.

The aim of the conferences is to assist Canadian entrepreneurs in exploring new business opportunities such as marketing their product lines through American agents.

"I heartily encourage all exporters, particularly new ones, to consider indirect sales representation when breaking into the U.S. market. Agents cannot substitute for a company's sound marketing strategy, but they can help make the difference between a strong, competitive market entry and a hard learning process in a highly aggressive business environment", Minister Crosbie said.

"Selecting and Using Manufacturers' Agents in the United States" is a very practical guide for the exporter who wants to locate and select the most appropriate manufacturers' agents to sell a particular line in the U.S. The booklet offers many helpful suggestions on conducting interviews and negotiating sales representation agreements with agents.

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For example, new exporters can refer to a list of preparatory steps which encourage effective use of expertise available from the Trade Offices in 12 Canadian Consulates throughout the United States. One such step provides a sample work sheet on costing Canadian products for sale in US dollars, delivered duty paid south of the border.

The appendices section of the new publication provides the addresses of many Canadian government contacts who can assist exporters with more specialized information about the U.S. market for a specific product area.

Copies of "Selecting and Using Manufacturers' Agents in the United States" may be obtained from the Info-Export Centre of the Department of External Affairs, toll free 1-800-267-8376 or (613) 993-6435.