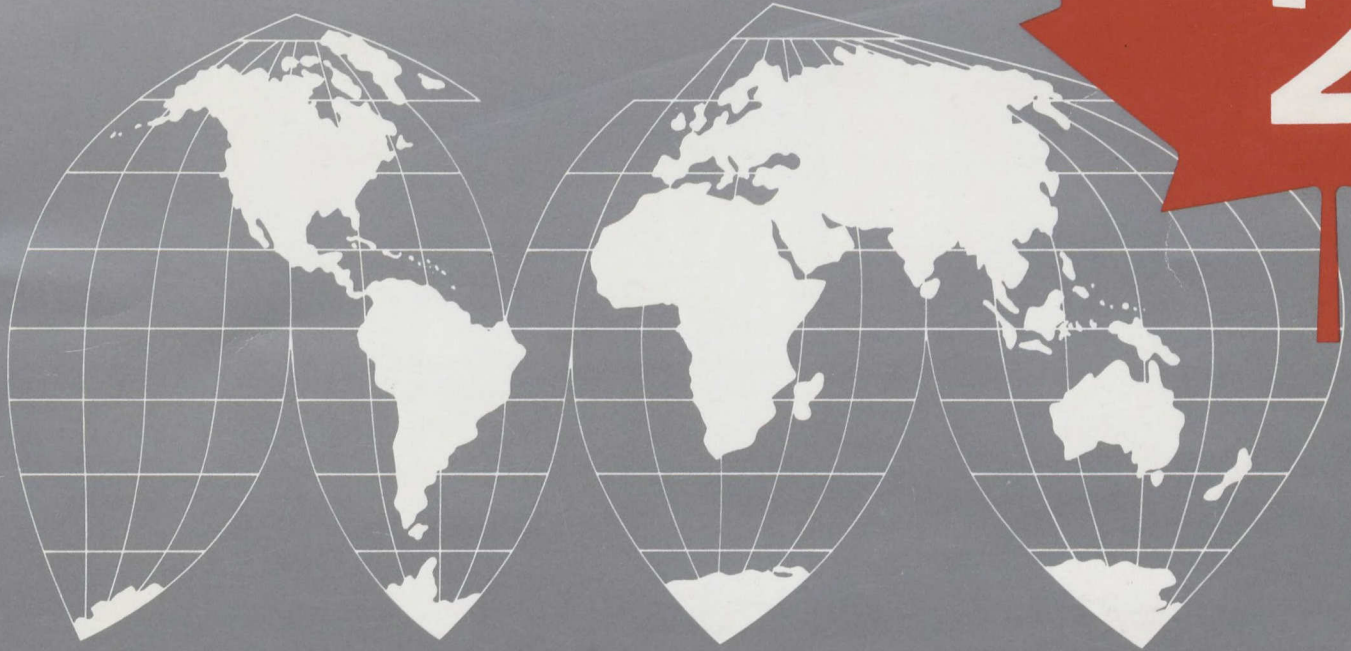


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SO YOU WANT TO EXPORT. . . TIPS FOR YOUR TRIP



Government
of Canada

Gouvernement
du Canada

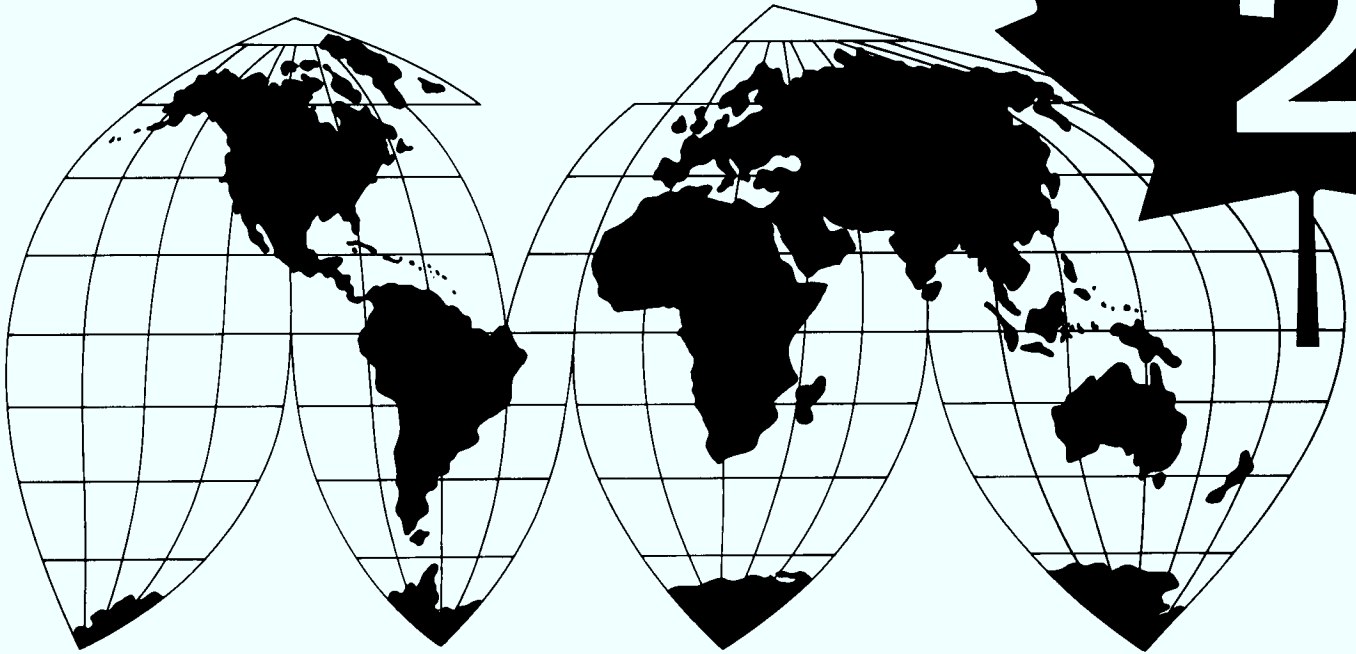
Industry, Trade
and Commerce

Industrie
et Commerce

Canada

EXPORT TIPS
MAY 25 1982

SO YOU WANT TO EXPORT. . . TIPS FOR YOUR TRIP





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Purpose of This Booklet

This is the second in a series of three booklets containing information and tips that can help Canadian firms enter new markets abroad. *So You Want to Export. . . Tips for Your Trip* discusses some of the do's and don'ts when journeying overseas on sales visits or exhibiting at an international trade fair. The first booklet *So You Want to Export. . . Making a Market Survey*

provides an informal overview on making the decision to export and identifying potential markets. *So You Want to Export. . . Your Reference Sources*, the last in the series, contains a listing of useful information sources on overseas markets and a brief glossary of terms used in exporting.

2 Tips for Your Trip

Promotional Literature and Advertising

Promotional literature and advertising play a central role in the success of a product overseas. Without this support, the product, in its alien environment, may soon fade away and die. The smaller company, entering a new market, should not however commit itself to an elaborate advertising plan without having first ascertained that a market does in fact exist for that product in that territory. It is far preferable to establish some sales in the market before launching into an advertising campaign. Sales promotion literature, however, is an entirely different matter.

As an exporter, you should, from the outset, pay special attention to the promotional literature that supports and accompanies your product.

- Examine your existing product literature to see if it can be adapted to suit both your domestic and export needs. Many companies have spared themselves the expense of developing separate export catalogues and sales literature by having all copy in the three major export languages (English, French and Spanish). In this way, the same promotional materials can be used for the product in Canada and abroad.
- Your sales brochures and catalogues should be in colour. Include photographs of your product, showing how it is used and what it does. Highlight its special features and include price information wherever possible. In addition, include background information on your firm giving a general idea of its size, scope of activities, etc.
- When preparing your catalogues, you should be aware of local tastes and preferences. In some countries, certain colours carry negative connotations. In parts of Africa, for example, the colour purple is associated with witchcraft.
- Pay special attention to the “copy” of your promotional materials. It should either be multilingual — English, French and Spanish,

or, it should include the language of the market you are selling to. In the latter case, you would be wise to use a local firm for translating your copy into that language. Ask the Trade Commissioner Service to recommend suitable translators. You should also be aware of the fact that the same copy in two languages can be of varying lengths. Make allowances for this in planning your brochures or product instructional literature.

- The package in which your product is contained can be a terrific salesman! Make sure it is eye-catching, attractive, convenient and informative. Here again, the copy describing use and maintenance of the product should be comprehensive, clear and to-the-point. As well, you should use the package to inform the consumer of the special features of your product.
- All promotional material should be prepared with the user in mind. Who is he likely to be? What is his level of education? If you are selling to countries with a low level of literacy your promotional and instructional materials should be largely pictorial.
- Do not forget Metric is more widely used than the North American system of measurement. Your product descriptions should state metric sizes.
- If yours is a consumer product, consider point-of-purchase advertising. This could be a simple cardboard display with colour photographs of your products being used. Point-of-purchase advertising has the advantage of ensuring good shelf-space for your products in stores.

Once you have made some sales in your overseas market, you should work out an advertising and sales promotion plan with your agent. The types of advertising you choose will be dictated by your product and the tastes of local consumers. Here, you should ask and heed your agent’s advice. However, you will need to work out a firm advertising plan with him. Where possible, the amount of monies allocated to sales promotion/advertising should be based upon total

annual sales — perhaps three to five per cent. Ideally, your agent or distributor should match this amount and should supply proof of having spent the money on advertising before you pay your share. Generally, it is also a good idea to give your agent only the basic design and copy of the advertisement. The local translation is best left to the agent who will be able to ascertain that all the correct nuances and interpretations have been captured in the translation.

Communicating Overseas

At first glance, communicating business information overseas may not appear to differ greatly from domestic communications. There are, however, several features unique to international business communication that warrant highlighting.

For an exporter, overseas communications mean more than merely transmitting or receiving information. They are an important part of the total promotion campaign abroad and can do much to facilitate the entry of a company and its product into a foreign market. It is therefore important for the exporter to learn the accepted practices of international business communications and some of the pitfalls to avoid.

Writing Letters Overseas

Despite the coming of age of telecommunications, letters continue to be the main mode of overseas communications. In domestic correspondence, the businessman operates on familiar ground. He knows the business experiences, background, practices and procedures of his correspondent. He also speaks the same language. When exporting however, the situation is completely reversed. The exporter frequently must communicate without this advantage of shared experience. He must bridge not only differences in the manner in which business is conducted, but also cultural and language barriers. Obviously, international business correspondence makes special demands of the businessman. Here are some of its unique features:

- Before you write a business letter overseas, look at your letterhead. It should provide all the necessary information: your company's name, address, telephone number, cable address, telex number, and most importantly *country*. Many letterheads do not contain the name of the country. A letter headed "Yellowknife, N.W.T." may mean nothing to a buyer in Nepal, unless the word "Canada" is also on the letterhead. Or, your company may use a letterhead that lists the addresses of all its offices in Canada. Unless it is clear which office the letter is from, your reply may well go through several offices before reaching you. If your domestic letterhead is not suitable for the export side of your business, you should consider investing in a separate letterhead for export correspondence. Remember to use airmail weight paper with airmail envelopes.
- In your international correspondence, you should try, as far as possible, to use the language of the country you are writing to. This is "de rigueur" if the language is one that is widely used in international business (English, French, Spanish) and it is, by far, the most satisfactory solution. Obviously, this will only be feasible if you have access to translation services. If not, you could contact the trade representative in Canada for that country and ask what the international business language of the country is. In any event, in your foreign communications you should raise and settle the question of language early in your contact.
- In overseas correspondence, pay particular attention to the form and tone of your letter. Ensure that it conforms to accepted practices of the country. In export, much of your correspondence may be to businessmen who are not native speakers of the language of your letter. You should, therefore, endeavour to write in a style that is simple and clear. Use standard expressions. Avoid slang or colloquialisms that may be misunderstood or perceived as excessively familiar and lacking in courtesy. Always sign your letters personally. When

you initiate correspondence overseas, your letter should project an image of a well-managed, reliable business. It should look professional and should establish your credibility as an exporter. The foreign businessman does not have ready access to information about your company and its history. He cannot easily run a credit check on your firm. So, first impressions are especially important.

- If you have a small company and your business involves frequent, long periods of travelling, you should establish a system for responding to overseas enquiries during your absence. A simple letter from your secretary acknowledging the communication and stating your probable date of return will keep the overseas importer from wondering whether or not you are still in business.
- Finally, a small, but frequently overlooked detail. Make sure to airmail your letters and use adequate postage. Do not assume your secretary knows this — check it out. If there is not sufficient postage on your letter, the post office will send it Via Sea and it could take up to three months to arrive!

Communicating by Telex and Cable

Frequently, the urgency of a piece of information or a business transaction will dictate the use of telex or cable. In using international telex/cable messages, you should pay particular attention to the following details:

- Resist the temptation of using abbreviations, “telegrammatic” sentences and “bare bones” messages to save a few cents. The person receiving your cable in the telegraph office may not know the language and the result could be an embarrassing, garbled message, and lost business and time. State your message in simple, standard language that conveys the intended communication.
- Be sure to include your complete cable/telex address for reply and state clearly how you want the response sent.

- Always mail copies of all telex and cable communications that you send. This will confirm the text of the cable and will serve as a reminder for the action to be taken.

Telephone Communications

International telephone calls are a standard tool-of-the-trade for the exporter. Unfortunately, all too often, calling overseas is frustrating. The problem of time differences, busy circuits, bad lines, different holidays and holy days, and equipment breakdown all seem to conspire against the exporter who is trying to get an urgent message overseas. While there is nothing one can do to overcome these problems, international telephone calls can be made easier if you keep the following tips in mind:

- In calling overseas, you will frequently be speaking with persons who are not native speakers of your language. As well, differences of accent, intonation and word usage will often make messages incoherent. You can alleviate this problem by speaking in a clear, distinct manner and using only the standard, accepted form of the language. Avoid colloquialisms or expressions that are peculiar to a particular culture or country. A useful tip to remember is to take your language cues from the party you are calling. You can usually judge a person's proficiency in a language within the first minutes of a call and can adjust your communication accordingly.
- Have clear, detailed notes on hand of topics you wish to discuss and make a note of outcomes or arrangements you have agreed to. Toward the end of your conversation, you should confirm what you understand the agreement to be.
- Follow-up all telephone calls with a letter confirming details of the conversation. The letter can also be useful for providing additional information, if necessary. As well, it will serve to remind your overseas contact of any tasks to be performed.

🍁 An Export Pricing Worksheet

EXPORT PRICING WORKSHEET (c.i.f.)

Date: May 12, 1981

Ref: 6243

Name of Customer: Mr. Buyer, Importers Inc.

Address: 162 Overseas Blvd., Foreign Country

Product: WIDGET

Special terms or conditions quoted:

Unit Quoted: 1,000 Gross Weight: 64 kg Cubic Measure: 140 m³

Item	Cost (Can. \$)
Cost and Freight	
1. Cost of unit before profit	10,000
2. Profit at 10% (for example)	1,000
3. Overseas agent's commission at 7½% (for example)	825
4. Export packing	75
5. Labelling cost	10
6. Stencil marking cost	0
7. Strapping cost	5
8. Cartage	2
9. Freight to seaboard cost \$6.00 per 1,000 Type of carrier: Rail	6
10. Unloading charges	2
11. Terminal charges	1
12. Longload or heavy loading charges	0
13. Consular documents charges	N/A
14. Other charges (cable, phone)	4
15. Ocean freight cost	30
16. Forwarding agent's fee	10
17. Export credit insurance at 1% (for example)	100
18. Financing charges for credit sales	400
Total of Cost and Freight	12,470
Insurance	
19. Marine insurance (add 10% to total of cost and freight)	13,717
Approximate premium +	137
Amount to be insured	<u>13,854</u>
20. Type of insurance all risks Rate: 1% Premium: 138.54	138.54
Grand Total (c.i.f.)	12,608.54
Convert Canadian \$ to Export Market Currency	104,203 zks

🍁 Organizing Your Time

Ask a seasoned exporter for the single most important factor in planning an overseas business trip and he will probably tell you that it is organizing your time. The inexperienced overseas business traveller frequently makes the mistake of either trying to do too much in a single trip, or, at the other extreme, haphazardly, hopping aboard a plane with little pre-planning. Pre-organization of your trip is critical to its success, and one of the first maxims of planning is to organize your time.

Experienced exporters will tell you that no overseas business trip, especially, the first one, should last longer than two weeks. The veteran traveller will also tell you not to try to cover more than one or two countries in a single trip. Certainly, it is a temptation to add a country to your list because it happens to be next door to one you are visiting. Or perhaps because your ticket allows you the extra stopover. No matter. Resist the temptation!

Once you have decided what countries you are going to visit, work out a travel schedule. Find out what the most productive travel time is for the countries you plan to visit. The Canadian Trade Commissioner's offices in these countries can advise you about holiday periods and holy days. You should also check with the consulates in Canada of these countries for good and bad business periods. You would not, for example, plan a visit to the Middle East during Ramadan when business slows down considerably.

When you are making your itinerary, plan to spend at least three days in each place — a week, if it is a major market. It is a good idea to spend the first day or two on your own, walking about, looking and listening, and generally getting a feeling for the place you are in. Visit large department stores, supermarkets, or manufacturing plants if yours is an industrial product. See what people are buying, what the product range is, where the products come from, their prices and quality. Assess the competition. Listen to the radio, watch TV and read the local newspapers. This will give you an indication of how the people live, the types of advertising that appeals to them, and most importantly, cues about how the society and marketplace conducts itself. Time taken the first day can spare you many "faux pas" and give you a chance to get your bearings and recover from the inevitable jet lag.

Plan to visit the Trade Post sometime during your first day or two, even if you have not enlisted their aid in arranging your business appointments or receiving your mail. The Trade Commissioner has firsthand knowledge of the country and you can receive a great deal of practical advice on how the society and marketplace conducts itself. Moreover, he is then in a better position to assist you if this is required after your return to Canada.

If your travels take you to the Far East, and you have spent some time observing the city in action, you will have noticed that the attitude toward time is rather more relaxed there. Whereas in Canada a 9:00 a.m. appointment means precisely that, in many other countries it may mean "around 9:00 a.m.". You may find that where you were able to schedule five or six appointments per day in Canada, you may only be able to schedule two or three overseas. Take this into account when working out your travel schedule. As well, in many of these countries, business practices are more formalized and the pace of doing business is much slower than in North America. In some countries, business etiquette dictates the wearing of a business suit, no matter how hot the weather. In others, you are expected to observe the proper preliminaries of tea drinking and exchanging small talk before you start talking business.

A final point to remember is that conducting business overseas can be very wearing on you. The combination of jet lag, strange hotel rooms, different sights, sounds, tastes and textures, all conspire to wear you out. Go easy on yourself; don't cram all your week days with business and your weekends with travel. Give yourself the occasional break to relax and rejuvenate. If you don't, the pace will tell and ultimately your trip may be less productive.

A Checklist for an Overseas Sales Visit

In exporting, there is no substitute for getting up and going to see the market for yourself. But, a successful sales trip overseas involves much more than a ticket and a plane ride. Pre-planning is essential. The following checklist highlights the ingredients of a productive export trip.

- If you intend to apply for PEMD assistance, make your application two to three months in advance. The ITC Regional Office in your area has the necessary information and application forms for PEMD support.
- Two or three months ahead of your trip, write to the Trade Commissioner at the Canadian Embassy in that country. Your letter should contain: The information outlined in the booklet *So You Want to Export*. . . *Making a Market Survey*.
- Specify your objectives for the trip. What do you expect to achieve from your visit? What are your goals? You should remember that the first sales visit overseas is an exploratory one. Be realistic in your expectations of what you can achieve on your initial visit.
- Contact your travel agent and have him prepare your itinerary. He will know the most efficient and cheapest travel routes.
- Once your itinerary is determined, have the agent make all airline bookings well in advance.
- Ask your travel agent for places to stay during your trip and have him make all hotel reservations. These should be confirmed at the time of booking and again just before you arrive.

In addition to the overall preparations you must make for any trip, an overseas export visit involves some special preparation. For your trip, you will need to take:

- A good supply of business cards. Give one to each person you meet in your appointments and make sure you get his business card. This is useful for building an export mailing list. You may consider having your business cards printed on both sides, with English or French on the one side and the language of the country on the other.
- Business stationery
- A small dictaphone to record details of meetings and their outcomes, specific agreements/tasks you have undertaken, and your follow-up plan.

- Sales brochures/literature describing your products, your capabilities and your policies. Ideally, these should be in colour, and geared to your prospective market. The copy should be in the local language or multilingual.
- A photograph album showing close-ups of your products, your manufacturing facility and offices.
- C.I.F. prices for all your products for each country you want to visit.
- A schedule of sailings to these countries from major Canadian ports.
- A selection of small giveaways — something connected with your product or a souvenir from Canada.
- Samples of your product, if feasible. If you carry samples, find out about customs regulations of the country. You can check this through its trade representatives in Canada.
- Follow up your sales visit upon your return to Canada. For suggestions for following up business contacts made during your trip, see *After You Return* (Page 13).
- Inform the Trade Commissioner of your travel plans as soon as they are finalized.
- Apply for your Canadian passport. If you already have one, make sure it is still valid.
- Make sure you have the required entry visas for the countries you plan to visit.
- Take extra passport photos for additional visas or permits you may need on your trip.
- Check what immunizations are required for your trip. When you get the shots make sure your health booklet is properly stamped. Carry this with your passport.
- If you are planning on renting a car, while overseas, obtain an international driver's licence.
- Make the car rental arrangements for your trip well in advance. Confirm these a few days before you leave.
- If you are planning to recruit your agent(s) on this trip, make sure you have narrowed your list of agents down to two to three likely prospects.
- If you belong to a service club that is world-wide (e.g. Rotary) enquire whether there are branches in any of the cities you will be visiting. Get their addresses, phone numbers and preferably the name of a contact person. Service clubs are excellent ways of making business contacts.
- Contact your bank manager and ask him to give you a letter of introduction to a bank in each city you plan to visit. This can be useful if you want to check references of a potential agent or customer, or if you run into unexpected financial problems.
- Ensure that the funds you carry are more than adequate for your expected needs and are readily convertible.
- Do some background reading on each of the countries you plan to visit: its history, economy, social scene. How do people live there? What is the dress code? How do you greet people? How do you address them? When is the dinner hour? Will people invite you to their homes? What is the national sport? A little reading before you leave will make your visit a smoother one. Besides, for a small effort, you will generate much goodwill in your host country.

A Checklist for Exhibiting Overseas

International trade fairs have come of age. Today they are both the shop windows of the world and its marketplace. For the exporter, exhibiting at international trade shows is a vital part of the total sales promotion campaign. The novice exporter especially has much to gain by participating in trade fairs. Quite apart from the prospect of on-the-spot sales, international exhibitions offer the novice exporter the opportunity to test out the market, to assess the competition, to see firsthand his competitors' sales and promotion methods, and, to make business contacts. As well, the international trade

fair is an excellent hunting ground for agents for it is the meeting place for buyers and sellers from all over the world. It is a good idea to arrive in the country a few days before the fair opens and to stay on a few days after it closes to develop and follow up your business contacts.

The Department of Industry, Trade and Commerce has prepared a film entitled *Come to the Fair — Participez aux foires*. The film is an introduction to International Trade Fairs and provides very useful information for first-time exhibitors. The film may be borrowed, free of charge, from ITC Regional Offices, or may be viewed there.

One Year in Advance

Select the fair you want to exhibit in. There are many publications listing the international trade shows, including an excellent booklet published by Lufthansa: *Calendar of Events — Trade Fairs and Exhibitions* which is available from the airline at no charge. Your best source of information on trade fairs however, is likely to be from the Canadian Trade Commissioner Service. Contact their offices in the country or region where important trade fairs are held and ask for their appraisal of that fair as a suitable place for exhibiting your product. As well the ITC Regional Offices and the Fairs and Missions Branch (ITC) are two good sources for obtaining information on International Trade Fairs. Ask for literature on the fair, catalogues from previous years, and the statistics from the last year. When you make your decision, consider the following:

- How large an area does the fair cover?
- What is the range of products displayed?
- How many visitors attended last year?
- How many countries did they come from?
- Is the trend in attendance going up or down? How many companies exhibited?
- What countries did they represent?
- What was the range of products exhibited?
- What is the cost of space?
- What services are included?

- What will the extra services cost?
- What is the deadline for reserving space?
- What is the reputation of the fairs organizers?
- Find out what the customs and import regulations are for bringing in products to exhibit. Are special licences or deposits required? Can the goods be taken back to Canada easily or is there much red tape involved?
- Determine if there are other exhibit opportunities or business visits you can make in conjunction with the fair.
- Select the product line you will exhibit.

Nine Months in Advance

- Mail contracts for the trade fair.
- Send deposits for reserving space.
- Inform the Canadian Commercial Officer in the country you are exhibiting in and keep the office informed of your plans. Send them copies of relevant correspondence.
- Select the members of your company who will be going overseas with you.
- Make hotel reservations.
- Make travel arrangements.
- Plan your exhibit, layout and design. Make sure your booth has an "office space" to conduct business in. The Canadian Exposition Centre (Department of Supply and Services) can offer you valuable advice on all aspects of exhibiting.
- Determine if you will hire a professional firm to construct and set up your booth. Finalize these arrangements.
- Check the on-site facilities of the trade fair. Here again, the Trade Commissioner Service can help you. Check especially the sizes of doors and elevators.

- Decide if you are going to use a local public relations firm/man in the weeks immediately preceding the fair and during it. Make the necessary arrangements and draw up the contracts.
- Determine what sales literature must be prepared and translated and what languages the copy will be in. You may want to have a graphic designer plan the layout of the promotional literature.
- Select a freight forwarder and make arrangements for shipping your exhibits to the fair site, and back to Canada, if needed.
- Prepare the advertisement that will go into the fair catalogue, press releases, product details and other pre-fair publicity the show's organizers will require.

Six Months in Advance

- Check booth construction schedule with designer and/or builder.
- Formulate your shipping plans in accordance with the regulations of the fair.
- Determine what free samples and other give-aways you will take with you.
- Determine your exhibit approach. Veteran exporters will tell you that buyers and agents at exhibitions like to see product demonstrations, pick up product literature and talk to the manufacturer or his representatives.
- Determine your public relations approach. You may want to invite potential buyers to your display and arrange for a cocktail hour and reception to follow. You may want press releases or photographs of some important person visiting your display. You may want to place a small advertisement in international trade magazines indicating your product and where you will be displaying it.
- Make plans for manning your booth. Your booth should be manned at all times when the fair is open. You should have adequate staffing in your booth — generally two people/square metre of space.

- Arrange for local personnel, interpreters, receptionists.
- Order exhibit supplies.

Four Months in Advance

- Finalize shipping arrangements. Contact transportation facilities, customs agents, freight forwarding.
- Recheck sales and promotional literature.
- Assign personnel assignments.
- Prepare manning schedule for booth.
- Start training of personnel — they will need to have a thorough knowledge of your products, capability, prices and delivery mode.

Three Months in Advance

- Re-check supplies and equipment.
- Arrange to ship. Insure exhibit.
- Make final approval on local publicity at fair.
- Order badges for booth personnel.

Two Months in Advance

- Send list of booth personnel to fair management.
- Send list of personnel who will be at local hotel. Re-confirm reservations dates. Finalize arrangements for photographer.
- Send invitations to potential customers/agents to visit your display.
- Re-check travel arrangements.

One Month in Advance

- Check on delivery of exhibit, equipment and supplies.
- Arrange for exhibit re-packing and return.
- Check on booth construction.

Week Before Show

- Orient booth personnel.
- Check hospitality arrangements.
- Set up on-site meetings with your personnel.
- Check on arrival and clearance of your exhibit and equipment.
- Check supply of order books, business stationery, business cards, notepads and housekeeping items.
- Prepare tool kit for emergency repairs of display units and equipment.
- Meet with photographer to arrange for photos.
- Note all important phone numbers: fair manager, decorator, freight handler.
- Inform your Canadian office of your booth phone number.

Day Before Fair Opens

- Perform a final check on booth, furniture and equipment.
- Meet with booth personnel and finalize their schedules for manning the booth.
- Check that you have enough people on duty to allow you to keep appointments with potential customers and agents.
- Survey the entire fair. See what your competitors have set up and note ideas you can incorporate in a future display.

During the Fair

- Arrange daily breakfast meetings for briefing your personnel.
- Check on the competition. What they are offering; their prices and sales techniques.
- Seek out foreign manufacturers of complementary product lines to discuss the possibility of distributing your products in their home markets.

After the Fair

- Arrange for repacking and return of your exhibit.
- Check bills and service charges.
- Try to stay on for a few days after the fair closes. Use this time to:
 - train your agent, if you have just recruited one.
 - follow up local contacts made during the fair.
 - visit the marketplace and note competitive products, prices, presentation and local advertising practices.
- Write follow-up letters to all promising contacts made during the fair.
- Send further details or sales literature that was requested.
- Give sales information to all personnel.
- Meet with personnel who accompanied you to the fair. Get their opinions. Make notes of sales techniques you learned during the fair and the pitfalls to avoid in future exhibitions.
- Inform the Trade Commissioner Service about the outcome of your participation in the fair and your future plans for that market.
- Check back with the Regional Office after you return to Canada to brief them on the outcome of your trip.

After You Return

When you return to Canada you will invariably find your desk piled high with work that has accumulated while you were abroad. Frequently, in the rush to get caught-up, the novice exporter neglects to adequately follow up his export trip. This is a serious mistake. While on-the-spot sales made during an overseas visit or exhibit can do a lot to help the balance sheet at year-end, the success of an export business depends upon repeat sales. Adequate follow-up after an overseas trip can greatly facilitate your entry and continuing presence in an overseas market. After every sales trip overseas you should:

- Spend the first day after you return to Canada at home. Use this time to relax from your trip, and to sort out the business cards, materials and information obtained during your visit. Prepare a list of names and addresses of people you should write a follow-up letter to. You could simply use their business cards. On each person's card write down the material or information requested. Draft a general follow-up letter thanking your contact for taking the time to meet with you and assuring him of your interest in that market. If you have appointed an agent in the area give his name and address and suggest that he will call on your contact from time to time. The next morning, give your draft letter and the business cards to your secretary to put on word processor with personalized salutations and the appropriate materials enclosed for each person.
- Keep an "export mailing list" of all foreign businessmen and buyers you meet during your overseas visits. Write to them periodically, with copies to the Trade Commissioner — sending announcements of new products, copies of your export newsletter, or simply a general letter indicating your continuing interest in the market. The key here is to persevere and be visible. Keep your company and product name in front of buyers as much as possible.
- Write to the Trade Commissioner for the territory. Tell him how your sales visit went, who your agent is, what your plans are for that market, and what additional information and/or assistance you would like from him. If he knows you are active in the area, he can continue to look for sales leads for you.
- Keep your agent informed of all activities in that area. Send him copies of all your correspondence with local businessmen. Ask for his advice on sales promotion activities. Discuss targets and marketing strategies with him.
- Make plans for regular visits to the market. In general, you should visit an export market once each year. This reinforcement is essential if your business is to be a success.

Bon Voyage and Good Luck!

Regional Offices

If you have not previously marketed abroad, contact any Regional Office of the Department of Industry, Trade and Commerce at the addresses listed below.

Newfoundland

215 Water Street
St. John's, Newfoundland
A1C 6C9
Tel: (709) 737-5511
Telex: 016-4749

Nova Scotia

Suite 1124, Duke Tower
5251 Duke Street, Scotia Square
Halifax, Nova Scotia
B3J 1P3
Tel: (902) 426-7540
Telex: 019-21829

New Brunswick

Suite 642
440 King Street
Fredericton, New Brunswick
E3B 5H8
Tel: (506) 452-3190
Telex: 014-46140

Prince Edward Island

P.O. Box 2289
Dominion Building
97 Queen Street
Charlottetown, Prince Edward Island
C1A 8C1
Tel: (902) 892-1211
Telex: 014-44129

Quebec

C.P. 1270, Succursale B
Pièce 512
685, rue Cathcart
Montréal (Québec)
H3B 3K9
Tel: (514) 283-6254
Telex: 055-60768

Pièce 620, 2 Place Québec
Québec (Québec)
G1R 2B5
Tel: (418) 694-4726
Telex: 051-3312

Ontario

P.O. Box 98, Suite 4840
No. 1, First Canadian Place
Toronto, Ontario
M5X 1B1
Tel: (416) 369-4951
Telex: 065-24378

Manitoba

507 Manulife House
386 Broadway Avenue
Winnipeg, Manitoba
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