

Business Trip Planning

A TEAM CANADA INC ON-LINE GUIDE FOR EXPORTERS



Canada

About this guide

Business Trip Planning is best used in its on-line version, which allows users to link directly to Web site references in the guide. This PDF version is intended for users who wish to print the document to read offline. If you wish to access the Web resources listed in this document, it is easier to use the on-line version and click on the hot links.

For questions or more information on exporting, call Team Canada Inc's toll-free Export Information Service at 1 888 811-1119 or log onto exportsource.ca

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Introduction

This guide will help small and medium-sized companies:

- define their business travel objectives;
- explore sources of financial assistance for international business travel;
- make all preparations necessary for a successful trip;
- follow-up on a business trip abroad.

Using this guide should help to make international business travel more cost-effective, productive and results oriented. It should reduce some of the uncertainties and help anticipate some of the risks associated with international business trips. Finally, it will help small and medium-sized enterprises (SMEs) make better use of the services of Canadian trade commissioners. These services include reports on foreign markets organized by industry sector, trade development services available in your province and abroad, and up-to-date information on relevant news and trade events that may interest you. You can access these services through the following website: www.infoexport.gc.ca

Chapter 1: Choosing a Market to Visit

If you don't have a specific country in mind for your business trip, the following websites may help you determine an appropriate international market to visit:

International Trade Canada - Market Information
www.itcan-cican.gc.ca/menu-en.asp

Industry Canada: Country Specific Market Research Reports
www.strategis.ic.gc.ca/sc - mrkti/ibinddc/engdoc/1a1.html

Foreign Affairs Canada - Country Profiles
www.voyage.gc.ca/dest/ctry/profiles-en.asp

Industry Canada: Trade Data
www.strategis.ic.gc.ca/sc_mrkti/tdst/engdoc/tr_homep.html

Industry Canada: Researching Markets
www.strategis.ic.gc.ca/sc_x/engdoc/researching_markets.html?guides=e_res

Trade commissioner service: Market Reports by Industry Sector
www.infoexport.gc.ca/ie-en/IndustrySector.jsp

Team Canada Inc, Export Source: Identifying your Market
www.exportsource.ca/gol/exportsource/site.nsf/en/es01878.html

1.1 Task List

The following are the most important tasks involved in preparing for an international business trip:

Task 1: Define objectives: What is it that you hope to achieve by travelling to the target country?

Task 2: Identify sources of financial assistance: There are several organizations that can provide financial support for your business travel abroad.

Task 3: Make pre-travel consultations: There are many sources of expertise, information and advice that can help you plan your trip.

Task 4: Prepare for trip: This step-by-step guide can help ensure that you do not overlook anything important when making your travel preparations.

Task 5: List specific tasks to be completed during your visit: Develop a clear list of objectives and tasks for your trip before you leave.

Task 6: Review items that may need follow-up after trip: The success of a trip depends on the follow-up that occurs after it is completed.

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Chapter 2: **Travel Objectives**

To ensure that the significant amount of time and money involved in your international business trip are well spent, it's a good idea to define your travel objectives. Be absolutely clear as to what you expect from the trip and make sure you have a way of measuring the trip's success. The following are some of the most important reasons for travelling to a foreign market. Which of them apply to your company?

2.1 To Assess the Market

Many business travelers go to a foreign market to confirm that there are real opportunities for them in that market. They want to get a sense of how big the market is for their product or service. Is it growing, and if so, how fast? Who are the customers? How can they be reached?

2.2 To Assess Business Conditions

Even though a market may be attractive in terms of size and demand, there may be difficulties in getting access to it. Travelling to a country can help get a sense of the political environment and how the government views foreign business people.

- What is the social and economic climate in the country?
- Can you do business given the country's regulatory framework (rules on foreign exchange, repatriation of profits, taxes, tariffs, standards, inspections, etc.)?
- How will the country's infrastructure (transportation, telecommunications, institutions, etc.) affect your business?
- What logistical arrangements would you have to make to deliver your products or services?

2.3 To Determine Product or Service Suitability

In many cases, products or services have to be adapted to suit local conditions. This may be something as simple as putting labels in the local language on a product. Or it can be as complicated as redesigning a product to match local technical requirements. You may want to use the trip to the target market as a way of checking on the suitability of any of the following:

- Product or service name - does it translate appropriately?
- Appearance, shape, colour?
- Marketing approach, slogans, materials?
- Approach to distribution, sales, delivery, after-sales service?
- Functionality - does it conform to local needs and expectations?
- Technical standards - do they conform to local standards?

2.4 To Evaluate Competition

Foreign trips can be used to assess the competition.

- What similar products or services are already available in the target market?
- Who provides them: domestic firms or foreign suppliers?
- What share of the market does each competitor control?
- Is competition intense?
- What are the capabilities, assets and strengths of the competing firms?
- Can your firm match them?

2.5 To Develop Leads

Visiting a target market can be useful in developing valuable contacts and leads.

Which of the following would be most helpful to your firm's export strategy:

- Brokers and intermediaries?
- Agents?
- Distributors?
- Suppliers?
- Partners?
- Potential clients?

2.6 To Assess Risks

A trip can provide insight into the various risks associated with a business venture.

The following are some of the types of risks you might want to investigate:

- political: this includes dangers such as seizure of assets, changes in the law, changes in government, and political pressure;
- business risks such as defaults by clients and customers, partners, suppliers;
- non-performance; illegal activity by associates;
- exchange rate: fluctuations can have an impact on the profitability of a transaction.

2.7 To Develop a Market Entry Strategy

Companies may wish to visit a target market as part of the process of developing a market entry strategy, and choosing the best mix of policies relating to product, price, promotion, distribution and service. In light of the information gathered during the visit, which of the following strategies seems most appropriate?

- indirect exporting through a trading house
- exporting through agents on commission
- enter into agreements with local distributors
- export through a consortium of associated firms
- engage an export management company
- hire additional staff to manage the export effort
- establish a branch office in the target market
- rely on occasional sales trips to the foreign market
- enter into a joint-venture with a local partner
- purchase a local firm
- sell a license or franchise

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Chapter 3: Finding Financial Assistance

Financial assistance may be available to assist companies with foreign market development. Three main sources of financial assistance include banks, government assistance programs and venture capital. The following is a list of the most important federal and provincial sources of financial assistance that are available to existing and potential exporters. Visit them for information about the type of assistance available, eligibility criteria and applications procedures.

3.1 Federal Government

Canadian Commercial Corporation
www.ccc.ca

Canadian International Development Agency: Industrial Cooperation Program
www.acdi-cida.gc.ca/inc

Business Development Bank of Canada (see Working Capital Financing)
www.bdc.ca

Agriculture and Agri-Food Canada Export Assistance Programs
(For agricultural products, fish and seafood exports)
www.ats-sea.agr.ca/export/programs-e.htm

Export Development Canada: Pre-shipment Financing
www.edc.ca/prodserv/financing/preshipment_e.htm

Team Canada Inc, Exportsource: Export Financing
www.exportsource.ca/finance

Industry Canada (Strategis): Sources of Financing
www.strategis.gc.ca/epic/internet/insof-sdf.nsf/en/Home

3.2 Provincial and Territorial Governments

British Columbia:
BC Department of Small Business and Economic Development
www.gov.bc.ca/bvprd/bc/channel.do?action=ministry&channelID=-8381&navId=NAV_ID_province

Trade Team BC
www.bctradeevents.com



Alberta:

Alberta—Programs and Services for Small Businesses
www.cbcs.org/alberta/tbl.cfm?fn=bis

Province of Alberta ExportLink
www.exportlink.ca

Trade Team Alberta
www.alberta-canada.com/tta/about/index.cfm

Saskatchewan:

Saskatchewan: Department of Industry and Resources
www.ir.gov.sk.ca/

Trade Team Saskatchewan/Canada-Saskatchewan Business Service Centre
www.cbcs.org/sask/trade_export.cfm

Manitoba:

Financial Assistance Programs
www.db.itm.gov.mb.ca/Databases/BRC/ProgServ.nsf/AllProg-A?OpenView&

Ontario:

Ontario Exports inc.: Ontario’s Export Development Agency
www.ontarioexportsinc.com/oei/index.jsp

Quebec:

Department of economic development, innovation and export
http://www.mderr.gouv.qc.ca/mder/web/portail/exportation/nav/interesse_exporter/42218.html?iddoc=42218

New Brunswick:

Business New Brunswick: Helping Business Export
www.gnb.ca/0398/export/index-e.asp

Trade Assistance Programs and Services
www.gnb.ca/0398/menu/abo/fa/TAPS/index-e.asp

Trade Team New Brunswick
www.ttnb.ca

Nova Scotia:

NS Business Inc; Export Programs
www.novascotiabusiness.com/services/export/index.html

Nunavut:

www.gov.nu.ca

Prince Edward Island:

PEI Business Development

www.peibusinessdevelopment.com/

Trade Team PEI

www.tradeteampei.com/index.php3**Newfoundland and Labrador:**

Department of Innovation, Trade and Rural Development

www.intrd.gov.nl.ca/intrd/aboutdept.htm#Trade

Trade Team Newfoundland and Labrador

www.intrd.gov.nl.ca/intrd/trade_team.htm**Northwest Territories:**

Division of Investment and Economic Analysis (see Business Development Fund)

www.gov.nt.ca/RWED/iea/index.htm**Yukon Territories:**

Yukon Enterprise Trade Fund

www.economicdevelopment.gov.yk.ca/general/yetf.html**3.3 Regional Agency Support**

ACOA: Sources of Financing

www.acoa-apeca.gc.ca/e/financial/index.shtml

Canada Economic Development for Quebec Regions

www.dec-ced.gc.ca/asp/General/main.asp?LANG=EN

IDEA-SME Program

www.dec-ced.gc.ca/asp/ProgrammesServices/prg_idee_pme.asp?LANG=EN#1

Federal Economic Development Initiative for Northern Ontario (FEDNOR)

www.strategis.ic.gc.ca/epic/internet/infednor-fednor.nsf/en/Home

Western Economic Diversification

www.wd.gc.ca/eng/default.htm

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Chapter 4: Seeking Help

There are many different individuals who can help you plan your business trip abroad. See if you can identify other Canadian firms that have done business in the target market and talk to them about their experiences. A good source of information about such firms are the bilateral business councils set up to promote trade between Canada and various countries or regions. Find out if such a council exists for the country in which you are interested. You might start your search at a trade support organization in your area.

A local Chamber of Commerce or board of trade can help you make contact with a bilateral business council. Sectoral business associations can also be helpful in identifying companies active in foreign markets.

4.1 Trade Missions and Trade Fairs

A separate issue to consider is whether or not there are trade missions being organized from Canada into the target market. If so, you may wish to participate in such a mission. International Trade Canada, under the Team Canada banner, organizes and leads trade missions around the world. For information on upcoming missions and events, visit:

www.teamcanada.gc.ca

Trade Teams operating at the provincial and territorial level also host international trade missions. For more information, visit the following Trade team websites:

Trade Team BC

www.bctradeevents.com

Trade Team Alberta

www.alberta-canada.com/tta/about/index.cfm

Trade Team Saskatchewan/Canada-Saskatchewan Business Service Centre

www.cbsc.org/sask/trade_export.cfm

Canada-Ontario Export Forum

www.ic.gc.ca/coef

Trade Team New Brunswick

www.ttnb.ca

Manitoba Trade and Investment Team

www.tradeandinvestmentteam.com/

Trade Team Nova Scotia

www.ttns.gov.ns.ca/default.asp

Trade Team PEI

www.tradeteampei.com/index.php3

Quebec Regional Trade Network

http://www.eciq.net/nouveau_public/site/fr/index.htm

Trade Team Newfoundland and Labrador

www.intrd.gov.nl.ca/intrd/trade_team.htm

Trade Team Yukon

www.gov.yk.ca/services/abc/export_development%20.html

There are also Trade Team Canada Sectors, specifically designed to work with exporters in 13 separate sectors. These trade teams, operated by Industry Canada in conjunction with the private sector, plan and lead trade missions. They also plan and organize a Canadian presence at many international trade shows and events around the world, working closely with Canadian exporters to showcase their products and services. For more information visit: **www.ttcs.ic.gc.ca**

Similarly, trade shows, commercial fairs or exhibitions offer a good way of making contact, evaluating a market or getting known. You may wish to time your visit to coincide with such an event. For trade show information visit **www.tradeshowdirectories.ca**

There are also a number of programs that offer exporters assistance in reaching specific markets. These are ExportUSA and New Exporters to Overseas (NEXOS).

ExportUSA includes three programs:

- New Exporters to Border States (NEBS): this program is a key export education tool for companies just starting out in exporting to the United States. It includes a visit to a Canadian Consulate and meetings with trade officers.
- Reverse NEBS: this program serves Canadian companies not yet exporting to the United States by providing seminars in Canada covering the essentials of exporting. You can access ExportUSA at: **www.international.gc.ca/can-am/export**
- Exporters to the United States (EXTUS): this program is directed to companies already exporting to the U.S. that want to expand their export business. It includes trade mini-missions that last from one to three days and are often coordinated with trade shows to give participants a close look at a specific sector. It provides sessions with industry experts and helps the exporter establish networks with distributors, representatives and buyers.
- NEXOS missions, often revolving around an international trade fair, are designed to introduce Canadian businesses to a European market.

4.2 Other Information and Contacts

Once you have done your research, selected your target markets and prepared your export plan, you may wish to contact Canadian trade commissioners in Canada and in your target country abroad for further advice. Visit *Our Offices in Canada* and *Our Offices Abroad* for contact names and numbers at: **www.infoexport.gc.ca**

The following list of resources also offers useful advice and assistance as you prepare your trip abroad:

International Trade Canada - Market Reports and Services
www.infoexport.gc.ca/ie-en/MarketReportsAndServices.jsp

Industry Canada: Market Research Reports
www.strategis.ic.gc.ca/sc_mrkti/ibinddc/engdoc/1a1.html

Bon Voyage, But...Information for the Canadian Traveller
www.voyage.gc.ca/main/pubs/bon_voyage_but-en.asp

World Chambers Network
www.worldchambers.com

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Chapter 5: Planning Your Travel

Careful preparation is needed to ensure the success of a foreign business trip. The following is a checklist that can be used to guide travel preparations.

5.1 Check Travel Conditions

Find out as much as you can about travel conditions in the target country. The following are some topics you might want to investigate:

- climate and business attire
- local transportation
- domestic airlines
- interpreters
- foreign exchange rate and local currency
- airports
- customs and formalities
- prescription and preventive medications
- out of country medical insurance
- food
- phone, fax, internet, computer
- national holidays and upcoming elections
- business hours
- emergency information, local hospital contact
- local crime rate
- health, safety and security requirements
- natural disasters
- travel documentation
- departure regulations and taxes
- how to network in the country

For some of this information, check the travel report for the country you wish to visit.

Country Travel Reports

www.voyage.gc.ca/consular_home-en.asp

Current Issues

www.voyage.gc.ca/main/sos/ci/all-en.asp

5.2 Select Itinerary

Decide on where you want to go? Which cities do you want to visit and in what order? You may want to examine maps of countries at: www.voyage.gc.ca/main/maps_menu-en.asp

5.3 Book Travel Reservations

What connections are available between Canada and your intended destinations? When do you want to travel? Are discounts or seat sales available? Here are some web sources for airline travel information:

Airlines of the Web
www.flyaow.com

Expedia
www.expedia.ca

Yahoo travel
www.ca.travel.yahoo.com

Travelocity
www.travelocity.ca

Airport information can be found at:
www.internationalist.com/travel/airports.html

5.4 Make Hotel Reservations

Make sure that appropriate accommodation will be available. Remember too that you may have to set up meetings with clients at your hotel so choose one suitable for that purpose.

5.5 Plan Local Transportation

Getting from one place to another while in your target country may require some advanced planning and research. Consider:

- learning more about the local travel infrastructure (buses, taxis and trains);
- scheduling your travel to ensure you make meetings on time;
- booking rental cars in advance; and,
- making arrangements with your hosts for local travel.

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Chapter 6: Preparing to Leave

6.1 Identify Health Issues

Health Canada's Travel Medicine Program strongly recommends that your travel plans include contacting a travel medicine clinic or your physician six to eight weeks before departure. Based on an individual risk assessment, a health care professional can determine your need for immunizations and preventive medication and can advise you on what precautions to take to avoid disease while travelling.

Health Canada's Travel Medicine Program

www.TravelHealth.gc.ca

Also explore the health information on these sites:

US CDC National Centre for Infectious Disease Travelers' Health website

www.cdc.gov/travel/

World Health Organization (WHO) International Travel and Health

www.who.int/ith

6.2 Purchase Insurance

Consider purchasing additional health and travel insurance (including baggage insurance) for medical or other emergencies. For information on your provincial health plan and medical assistance while abroad, contact:

www.voyage.gc.ca/main/problems/medical_assistance-en.asp

6.3 Prepare Travel Documents

You will need a valid Canadian passport to travel to all countries, including the United States and Mexico. See: **www.voyage.gc.ca/dest/ctry/visa-en.asp**

You can obtain passport applications from Passport Canada, at passport offices and postal outlets in Canada and at Canadian government offices abroad. You can find Passport Canada at: **<http://www.ppt.gc.ca>**

Processing applications takes time, so plan ahead. To enter or transit the United States, you may also be asked for evidence of residential, employment or educational ties to Canada; proof that the trip is for a legitimate purpose and is of a reasonable length; and proof of financial support while in the United States.

When traveling, keep your passport in a safe place. Make photocopies of your passport's identification page and of your identification cards and keep the copies separate from the original. For added security, also leave a copy with a friend or relative at home.

In many cases, you will also need a visa issued by the countries you intend to visit. For certain countries, you will also need evidence of immunization or a health certificate. For immunization information, visit:

www.hc-sc.gc.ca/hpb/lcdc/dird-dimr/travelvaccines_e.html

6.4 Consider Security and Customs Issues

The Canada Border Services Agency facilitates legitimate cross-border traffic and supports economic development while stopping people and goods that pose a potential risk to Canada. Their work includes processing commercial goods, travelers, and conveyances; identifying and interdicting high-risk individuals and goods; and conducting secondary inspections of food and agricultural products imported by travelers at airports. For specific information about security and customs rules and regulations, visit: www.cbsa.gc.ca

When traveling, avoid comments about security measures that could be misinterpreted and cause undue problems. Pack your own bags and be ready to answer questions about all contents. Never wrap or package gifts. Never leave your luggage unattended and never take anything across a border for someone else. Ensure that you are able to answer detailed questions about your luggage and can provide quick and easy access to all suitcases and packages.

Be aware of airline regulations for carry-on luggage. For specific information, contact your airline or refer to the Canadian Transportation Agency: www.cta-otc.gc.ca/air-aerien/flysmart/index_e.html

Make sure there are no sharp objects or items that might be considered weapons, such as nail files and medical syringes, in your carry-on luggage. Such items should be packed in your checked bag.

Ensure electronic devices, such as cell phones, laptop computers and electronic games, are charged and ready to be turned on for inspection. Without proper inspection, you will not be allowed to take them on board. Pack prescription medication in its original container, accompanied by the doctor's original prescription. Syringes for personal medical use must have the needle guard in place. For more information, consult the FAQ section of the following site: www.voyage.gc.ca/main/before/faq/medical-en.asp

Or, check the Drugs and Travel publication found at: www.voyage.gc.ca/main/pubs/drugs_travel-en.asp

6.5 Prepare for Emergencies

To be prepared in case you get in trouble abroad, find out where the nearest Canadian government office is located. Visit: www.voyage.gc.ca/main/foreign/fordest/foreign_view_client-en.asp

In case of emergency, the Operations Centre of Foreign Affairs Canada (FAC) operates 24 hours a day, seven days a week. Contact FAC emergency services at: www.voyage.gc.ca/main/sos/emergencies-en.asp. Or, call Consular Services collect at (613) 996-8885. Consider registering your trip on-line so you can be reached in case of emergency: www.voyage.gc.ca/main/sos/rocapage-en.asp

6.6 Plan for Telecommunications and Technology

These days, technology and telecommunications are essential tools for efficient and effective business travel. Consider libraries, cybercafes and airports for computer and Internet resources. For a list of cybercafes worldwide, visit: www.cybercafes.com

For information regarding free worldwide Internet access, see:

- www.emailaddresses.com/email_internet.htm
- www.ipass.com
- www.wififreespot.com

If bringing a laptop on your trip, make sure you have copies of setup and boot discs and contact numbers for technical support. Bring an extra bulb for LCD projectors. In addition, keep in mind that you will need a voltage adaptor or plug to connect your appliances into the outlet. Read your computer manual to see if any converters are necessary for it to tolerate differences in electricity cycles. For more information on this topic, see: www.independenttraveler.com/resources/category.cfm?category=3

Your cellular telephone may not work from the country you choose to visit.

For information on telephone usage overseas, visit:

www.independenttraveler.com/resources/category.cfm?category=3#phones

Consider using phone cards for long distance calls. In addition, Canada Direct, an automated long-distance access service, allows you to call home to Canada or to other countries using the Canadian telecommunications network. www.infocanadadirect.com

For Canadian radio coverage around the globe, tune in to Radio Canada International (RCI) at www.rcinet.ca

6.7 Prepare Business Cards and Marketing Materials

Make sure to take suitable promotional materials with you. At a minimum you will need business cards and brochures describing your company and its products or services. You may also wish to bring along diskettes, CD-ROMs, videotapes or samples. If you are taking samples or equipment, you will need a carnet that will allow you to take the items through foreign customs without being charged duties. For information about carnets, visit: www.chamber.ca/article.asp?id=259

6.8 Contact Canadian Posts Abroad

Once your travel plans are advanced, you should contact the Canadian trade commissioners in the countries you intend to visit, to inform them of your trip, what you hope to achieve and when you intend to arrive.

In many cases, the posts can help to arrange and confirm appointments with potential buyers, procurement authorities, agents, distributors, joint venture partners, appropriate government departments, industry associations, and others. Visit:

www.infoexport.gc.ca/ie-en/EServices.jsp

6.9 Arrange Meetings

Contact the leads you have researched or that have been suggested to you and arrange for meetings. Make sure that the time, place and purpose of the meeting is clear to both sides. And be sure that both sides know how to get in touch with each other if there is a change in plans.

Chapter 7: **Final Details**

7.1 Study Relevant Cultural Issues

Working effectively across cultures requires that you know about the history, geography and culture of the country you plan to visit. Visit these sites for information about other countries:

www.e-thologies.com/menu-en.asp

www.internationalist.com/travel

www.internationalist.com/business

www.lcweb2.loc.gov/frd/cs/cshome.html

www.cia.gov/cia/publications/factbook

In addition, there are often certain do's and don'ts you should be aware of that will make it easier to communicate in another culture. Consider these topics in your research:

- attitude towards foreigners in the country
- social customs, behavior, greetings
- gestures, conversation
- business negotiation procedures
- invitation to social functions

For more information about effective cross-cultural business travel, visit:

www.businessculture.com

www.executiveplanet.com

www.162.127.86.3/business/international.htm

www.worldbiz.com

7.2 Plan and Pack Gifts

In many countries, it is customary to present small gifts to contacts as a token of appreciation. Make sure, however, that these gifts are suitable to the occasion and that your intentions are not misunderstood.

7.3 Currency and Exchange Rates

Make sure that you have enough local currency with you for the trip. Look for currency converters at:

www.xe.net/ict

www.oanda.com/convert/cheatsheet?user=blehrer1

www.fita.org/travel/currency1.html?user=blehrer

You can also use credit cards, and even bank cards in many countries. For a worldwide VISA ATM locator, go to: **www.visaatm.infonow.net/bin/findNow?CLIENT_ID=VISALOCATOR=VISA_USA&TYPE=PERSONAL**

You may also wish to take additional money with you in the form of US currency or travelers cheques.

7.4 Converting Weights and Measures

Your target country may use different measurement systems for weight, speed, distance, temperature and so on. You may find it useful to be aware of these differences before you begin your trip. Weights and measures converters are available at:

www.convert-me.com/en

www.ex.ac.uk/cimt/dictunit/dictunit.htm

www.offshore.hsbc.com/hsbc/main/living-working-abroad/weights-measures-converter

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Chapter 8: **Final Words of Advice**

8.1 Why Travel Abroad for Business?

The following checklist summarizes the various tasks that may be performed during an international business trip. You can use it to:

- Organize your own activities abroad.
- Meet potential customers and determine product/service suitability for market.
- Confirm market size and growth potential. Obtain data on the competition.
- Determine an appropriate price level for your product or service.
- Identify potential agents and distributors and verify their financial and business strengths/weaknesses.
- Locate storage and distribution facilities.
- Identify local resource people.
- Locate legal and accounting services.
- Obtain information about local regulations and requirements relating to patents, R&D, technology licensing and intellectual property rights.
- Confirm information on regulations affecting business, shipping, marking, labelling, documentation, tariffs and possible non-tariff barriers.
- Obtain information that will assist in preparing a marketing strategy (customer profiles, income levels, tastes and preferences, how purchasing decisions are made, how sales are made).

8.2 When You Return: Follow-Up Items

To get the most out of your trip abroad, be sure to follow-up after you get home. Your overall objective should be to develop and maintain contact with those you met who seem to offer the best prospects for an ongoing business relationship. The following are some of the tasks you may need to address upon your return:

- Send letters of thanks to those who took the time to meet with you.
- Raise any additional issues that you may feel are relevant to the discussion.
- Satisfy any requests for additional information from those with whom you met.
- Inform the trade commissioners, or other Canadian officials who helped you, about the trip's outcome. They may have ideas about useful next steps to take.
- Prepare any market reports or other studies that may be required as an outcome of the trip.
- Review action items arising from the trip and set up a process for implementation.

Conclusion

We hope this guide has been useful as you prepare your business trip abroad. There is a wealth of information and support available to assist you in making your preparations for a successful trip. We wish you the very best of luck with your export project.

For more information on planning a business trip abroad, log onto ExportSource, Canada's most comprehensive online source for export information, at exportsource.ca

Or, call the Team Canada Inc toll-free Export Information Service at: **1-888-811-1119** and speak with an information officer in your region, Monday to Friday, 9 a.m. to 5 p.m.

1 888 811-1119

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