LIST OF THE MAIN ACTIVITIES PERFORMED BY A TRADE REP OFFICE

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TRADE PROMOTION

Attention to enquiries from “Exporters”, like:

- Lists of importers
- Rep’s opinion on the possibilities for their product in that market
- Market conditions: tariffs, quotas, non tariff barriers, etc
- Market profiles or market studies
- Other references: custom brokers, transport agencies, subcontractors for trade fair stands
- Local suppliers for needed raw materials
- Names of possible agents or reps
- Distribution channels
- Prices and prices structure
- Recommended trade fairs
- Information on competitors
- Commercial and bank references of potential trade partners
- Support when planning to make a visit or to participate in a fair:
  - Preparing the agenda or part of it
  - To use the Rep’s office for some of their business meetings
  - To accompany them to their appointments
  - Follow up

Attention to inquiries from “Importers”:

- Lists of exporters
- Trade Fairs at home
- Recommendations toward doing business with our country
• Commercial references of our exporters

Attention to Activities derived from the annual programme set with the PTO

• Market studies
• Visits to companies and institutions of our interest
• Trade Fairs:
  o Analysis recommending fairs in which to participate
  o Negotiate and contract the space
  o Subcontract all services needed
  o Promote our participation among importers
  o Attend the exporters needs
  o Make the proper follow-up

• Trade Missions:
  o Establish the proper dates
  o Prepare the agendas for each company
  o Give the proper attention to all and everyone of the companies
  o Follow-up
  o Organize the adequate logistics: local transportation, hotels, etc.

FOREIGN INVESTMENT PROMOTION

• Seminars
  o Organized by the Trade Rep
  o Participation as speaker
  o
• Attention to inquiries from potential investors.
• Visits to potential investors.
• Follow up to investment projects.
• Attention to inquiries from institutions and companies from our country.
• Organization of missions or individual visits of investors to our country
• Preparation and sending of pieces of information of the interest of potential investors.