



# CONFERENCE OF GREAT LAKES AND ST. LAWRENCE GOVERNORS AND PREMIERS

## TRADE MISSION REGISTRATION & COMPANY PROFILE FORM

In order to provide a high quality service, it is necessary for us to have detailed, up-to-date information about your company, products or services, and how you wish to proceed in the market. Please complete this form and return it via e-mail to Zoë Munro at [zmunro@cglslgp.org](mailto:zmunro@cglslgp.org). We will initiate our research when we receive payment of your mission participation fee.

### Trade Mission Locations

Please check the countries you will be visiting during the trade mission.

#### **Brazil**

São Paulo \_\_\_\_\_

#### **Argentina**

Buenos Aires \_\_\_\_\_

### BASIC COMPANY INFORMATION

Company Name

Date of request

Company Website

Social Media (LinkedIn, Twitter, Other)

Company Address

City

County

State/Province

Zip/Postal Code

List the states in which your company currently has business operations.

| CONTACT INFORMATION   |                          |
|---|--------------------------|
| Company Contact Name(s) traveling on the Trade Mission and Title(s) | Company Contact Email(s) |
| Telephone Number  |                          |
| Cell Number   |                          |

Please check the service(s) in which you are interested:

|                          |   |
|--------------------------|---|
| Agent/Distributor Search | Client/End-User Search<br><br>(Disregard specific agent/distributor questions on following pages) |
|--------------------------|---|

| CURRENT COMPANY INFORMATION |                     |                 |
|-----------------------------|---------------------|-----------------|
| Total Annual Sales \$       | Domestic Sales \$   | Export Sales \$ |
| Company Web Site            | Number of Employees | Year Founded    |

| COMPANY PROFILE  |
|--|
| <p>Please provide a paragraph describing your company that we can provide to prospective in-country partners, our mission directory and for marketing materials.</p> |

**PRODUCT/SERVICE INFORMATION**

Product Description: Please describe the core product or service you plan to sell in the market. Specify what it is, how it is used, what types of customers use it, what qualities make it better than your competitors, what value the product/service holds for your customers, what is your key industry sector(s), etc.

What qualities make your product better than your competitors, what value does the product holds for your customers, etc.

**EXPORT INFORMATION**

Currently Exporting? Y/N

If Yes, which countries?

Describe any employment or revenue growth that you anticipate would be a result of your export expansion. Initial employment need of 15-20 production workers and support staff following a distribution agreement in one or more targeted key countries.

What are the Harmonized System (HS) commodity codes for the products/services you wish to export? The first six digits of the Schedule B number used on a Shipper's Export Declaration are equivalent to an HS code.

Product: \_\_\_\_\_ HS commodity code: \_\_\_\_\_

Product: \_\_\_\_\_ HS commodity code: \_\_\_\_\_

Product: \_\_\_\_\_ HS commodity code: \_\_\_\_\_

Product: \_\_\_\_\_ HS commodity code: \_\_\_\_\_

SIC/NAICS Codes: \_\_\_\_\_

Don't Know

Please list all international agents or distributors with which your company has worked.

**CURRENT SALES AND DISTRIBUTION METHODS**

In relation to your U.S./Canadian and foreign competitors, how are your products/services priced?

- High end of the market
- Mid range of the market
- Lower end of the market

An average sale to our customers would be valued at about \$ \_\_\_\_\_

What products/services do your U.S./Canadian distributors carry that are compatible but not competitive with your products/services?

Please describe the customers to whom you sell. List some of your U.S./Canadian customers.

How are you currently selling in the U.S./Canada?

- Through Our Own Sales Force
- Through Distributors
- Through Wholesalers
- Direct to End-Users
- Other, please describe:

Where and how are you selling outside the U.S./Canada? Are you currently selling in Brazil and Argentina? If so, provide the name(s) of firm(s) with which you are dealing in that market. If you are requesting an Agent/Distributor search, advise if they are aware you are searching for additional distributors.

**COMPETITOR INFORMATION**

Please list your major U.S./Canadian or foreign competitors, including name and location (U.S. state, Canadian province, or foreign country and city).

Which of your competitors are active in Brazil and Argentina?

Do you know the names of distributors affiliated with your competitors in Brazil and Argentina?

**MARKET ENTRY STRATEGY**

(For Agent/Distributor Search service only)

Describe the method(s) you plan to use to enter the market:

- Representative
- License
- Wholesaler
- Distributor
- Agent
- Retailer
- Joint Venture Partner
- Direct Sales
- Other, please describe \_\_\_\_\_

Have you requested a similar service (agent/distributor search or client search) in this market through another company or agency? If so, by whom and what were the results?

What territory terms are you offering?

- Exclusive rights in the entire country
- Exclusive rights for part of the country (if so, where \_\_\_\_\_)
- Exclusive rights for particular sectors only (if so, which \_\_\_\_\_)
- Non-exclusive terms
- Non-exclusive terms first year; exclusive terms if goals achieved
- We are flexible on this issue and will negotiate with the contact

Describe the qualifications you need in an agent/distributor.

The contact will stock product  Yes  No

The contact will service the product  Yes  No

Maximum number of companies you would like to see the contact represent:

Less than 10

10-20

More than 20

Not important

The contact may be a manufacturer as well as a distributor

Education Required to Be Your Distributor:

Degree in Engineering (list type) \_\_\_\_\_

Scientific Degree (list discipline) \_\_\_\_\_

Degree in Business

Other educational requirements (list) \_\_\_\_\_

Not important

Years of experience required to be your distributor:

Less than 5

5-10

10 or more

Other technical expertise/experience required (list) \_\_\_\_\_

Not important

Other special requirements:

Transportation and customs:

- We will ship to a customs entry point in the foreign country.
- We will ship to a US/Canadian port and the distributor will take ownership of the product from there.
- The distributor will take the product from our door and arrange transportation, customs, duties, etc.
- Other: (describe what arrangement you prefer for transportation and customs clearance.)

What credit terms will you accept?

- Cash in advance
- Confirmed Letter of Credit
- Standby Letter of Credit
- Cash against Documents
- Open Account:       30 days                       60 days               90 days               120 days
- Other: (Please describe the terms of sale you will accept)

Please describe the customer to whom you expect to sell in this market.

Describe the type of companies you do not want to work with. Example: "We sell through distributors who market to companies building machine tools, not to companies buying machine tools."



Please list any specific firms that should not be contacted such as firms with whom you have existing contracts, firms who may represent your competitors, former agents/distributors, etc.

Please list companies you already know you would like to meet in the market.

State any additional information you think may be helpful to our research.

Return your completed form to Zoë Munro via e-mail at [zmunro@cglslgp.org](mailto:zmunro@cglslgp.org)