

LIST OF THE MAIN ACTIVITIES PERFORMED BY A TRADE REP OFFICE

CARLOS CECEÑA

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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:
 - Analysis recommending fairs in which to participate
 - Negotiate and contract the space
 - Subcontract all services needed
 - Promote our participation among importers
 - Attend the exporters needs
 - Make the proper follow-up
- Trade Missions:
 - Establish the proper dates
 - Prepare the agendas for each company
 - Give the proper attention to all and everyone of the companies
 - Follow-up
 - Organize the adequate logistics: local transportation, hotels, etc.

FOREIGN INVESTMENT PROMOTION

- Seminars
 - Organized by the Trade Rep
 - Participation as speaker
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- 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.