

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@gsgp.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.

Mexico

Colombia

Brazil

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)
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Telephone Number

Cell Number

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

Agent/Distributor Search	Client/End-User Search (Disregard specific agent/distributor questions on following pages)
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CURRENT COMPANY INFORMATION

Total Annual Sales \$	Domestic Sales \$	Export Sales \$
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Company Web Site	Number of Employees	Year Founded
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COMPANY PROFILE

Please provide a paragraph describing your company that we can provide to prospective in-country partners, our mission directory and for marketing materials.

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: _____

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 this country? 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 the mission country visited?

Do you know the names of distributors affiliated with your competitors in the mission country visited?

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@gsgp.org