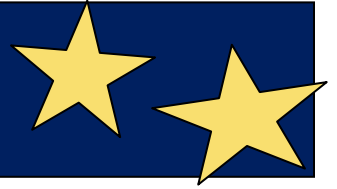




**COUNCIL OF GREAT LAKES GOVERNORS
TRADE MISSION COMPANY PROFILE**



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@cglg.org. We will initiate our research when we receive payment of your mission participation fee.

Trade Mission Locations

Please mark an X next to the countries you will be visiting during the trade mission.

Brazil, Chile and Colombia Trade Mission

Brazil _____ Chile _____ Colombia _____

Germany and United Kingdom Trade Mission

Germany _____ United Kingdom _____

China

China _____

Kazakhstan and Azerbaijan Kazakhstan _____ Azerbaijan _____

Company Name		Date
Name and Title of Person Traveling with the Trade Mission		
Address		
Telephone	Fax	Email
Skype Address		

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)

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

COMPANY PROFILE

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

PRODUCT/SERVICE INFORMATION

Product Description: Please describe the 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, etc.

Product/service description continued...

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

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 Wholesalers
- Other, please describe:
- Through Distributors
- Direct to End-Users

Where and how are you selling outside the U.S./Canada? Are you currently selling in Brazil, Chile, Colombia, Europe, China, Kazakhstan and Azerbaijan (please speak to the markets you will be visiting on the trade mission)? 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, Chile, Colombia, Europe, China, Kazakhstan and Azerbaijan (please speak to the markets you will be visiting on the trade mission).

Do you know the names of distributors affiliated with your competitors in Brazil, Chile, Colombia, Europe, China, Kazakhstan and Azerbaijan (please speak to the markets you will be visiting on the trade mission).

MARKET ENTRY STRATEGY
(For Agent/Distributor Search service only)

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

- | | | |
|---|---------------------------------------|-------------------------------------|
| <input type="checkbox"/> Representative | <input type="checkbox"/> License | <input type="checkbox"/> Wholesaler |
| <input type="checkbox"/> Distributor | <input type="checkbox"/> Agent | <input type="checkbox"/> Retailer |
| <input type="checkbox"/> Joint Venture Partner | <input type="checkbox"/> Direct Sales | |
| <input type="checkbox"/> 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@cglg.org