

## **Canadian Trade Connections**

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*The following sample itinerary is provided for illustrative purposes only. All characters and companies are fictitious.  
Any similarity with real companies and people is purely coincidental.*

**Travel Itinerary for  
Mr. Smith of ABC Limited  
Travel Dates:**

Prepared By: Canadian Trade Connections, Oakville, Ontario, Canada

<b>Date</b>	<b>Day</b>	<b>Time</b>	<b>Activity</b>	<b>Notes</b>
	<b>Saturday</b>	<b>16:00</b>	Arrive Toronto via BA from London. Take taxi or shuttle bus from airport to Fairmont Hotel, Front Street, Toronto (room guaranteed for late arrival). Tel: 416 555 1000	Taxi fare approx. \$50. Shuttle bus fare \$10 Change currency at airport, if necessary.
	<b>Sunday</b>		Rest day (acclimatize to new time zone)	Suggestion: Take a stroll down to the lakefront recreational area (5 minute walk). Check with hotel concierge for other suggestions.
	<b>Monday</b>	<b>09:00</b>	Meeting with Mr. James Brown, Purchasing Manager, Acme Industries (equipment manufacturer), Lake Street, Toronto. Tel: 416 555 1234	Take taxi from hotel. Approx. travel time 30 minutes. Aim to finish meeting by 10:00 to keep on schedule.
		<b>10:30</b>	Meeting with Ms. Susan Jones, Buyer, OEM Inc. (manufacturer), North Avenue, Toronto. Tel: 416 555 5678	Ask receptionist at Acme to call taxi to travel to OEM Inc. Approx. travel time 20 minutes.
		<b>13:30</b>	Meeting with Commercial Counsellor at Consulate on Bloor St. Tel: 416 555 1111	Take taxi from OEM Inc. directly to the Consulate (approx 20 minute ride). There are many restaurants in the vicinity if you wish to take lunch before your meeting at the Consulate.

		<b>15:00</b>	Meeting with Mr. Thomas Dean, President of Dean Enterprises (prospective Canadian agent), at Fairmont Hotel. Tel: 905 555 0987	Take taxi from Consulate to hotel (approx. 10 minute ride). Mr. Dean will call you in your room on arrival and meet you in the lobby.
	<b>Tuesday</b>	<b>09:00</b>	Presentation at XYZ Limited to engineering and purchasing staff who are interested in using ABC's components in their own product line. Point of contact is Charles Peters, Engineering Manager. Address is East Street, Toronto Tel: 416 555 6543	Take taxi to XYZ (approx. 20 minute ride). The presentation is scheduled to start at 09:30 but plan to arrive 30 minutes early to set up. XYZ will provide a projector. The full morning has been set aside for this activity to allow for more detailed one-on-one discussions to follow the presentation. Make your way back to the hotel in time for your afternoon meeting.
		<b>13:30</b>	Meeting with Mr. Richard Green, Production Manager, TORCO, (manufacturers) South St, Toronto. Tel: 416 555 2198	The TORCO plant is a 15 minute walk east of the Fairmont Hotel. Finish your meeting by 14:30 to allow sufficient time to walk back to the hotel for your next appointment.
		<b>15:00</b>	Meeting with Mr. B. Simpson, President of Simpson Agencies (prospective Canadian agent) at Simpson Agencies' offices. Tel: 416 555 7654	Mr. Simpson will pick you up at your hotel and take you to his company's offices and return you to your hotel later in the afternoon.
	<b>Wednesday</b>	<b>09:00</b>	Meeting with Mr. David Chan, Standards Specialist, at The Standards Association, Rexdale, to review Canadian specification, performance and testing requirements for ABC's new product. Tel: 416 555 3210	Rental car arranged for pick-up at 8am at National Car Rental location across from the Hotel. Follow driving directions and map attached. Allow 40 minutes driving time. Aim to finish meeting by 10:00 am.

		<b>11:00</b>	Meeting with Mr. Neil Hudson, Design Engineer, Capital Equipment Inc., Milton, re possible use of ABC's components in future equipment design. Tel: 905 555 9876	See attached map for location and driving instructions. Driving time should be less than one hour.
		<b>13:00</b>	Meeting with Donald Perrin, Purchasing Agent, Best Manufacturing Inc., North Avenue, Mississauga, re future requirements for components. Tel: 905 555 5432	Allow 40 minutes for the drive from Milton to Mississauga. See attached map and driving instructions. Finish meeting by 14:00 to allow sufficient time to get to your next meeting.
		<b>14:30</b>	Meeting with Lars Henricksen, Owner, LH Enterprises, Lakeview St., Mississauga, re possible sub-contract work. Tel: 905 555 1098	Allow 20 minutes for the drive from Best to LH Enterprises. See attached map and driving instructions.
		<b>18:00</b>	Reception at New Equipment Trade Show, International Trade Centre, Mississauga	See attached map for driving instructions to the ITC and back to your hotel following this event.
	<b>Thursday</b>	<b>10:00</b>	New Equipment Trade Show, International Trade Centre, Mississauga.	See attached map and driving instructions. Check out of hotel before leaving for the show. You depart Toronto airport for Montreal at 17:00 and can drop the car off at the National Rental Car return located at Terminal 2. The airport is a 5-minute drive from the exhibition. You should leave the show around 15:00 to allow for travel time, rental car drop-off and airport formalities.
		<b>18:15</b>	Arrive Montreal via AC flight. Take courtesy shuttle bus to Hilton Hotel at the airport. Room is guaranteed for late arrival.	

	<b>Friday</b>	<b>09:00</b>	Meeting with M. Jacques Rousseau, Buyer, Industries Nouveau, rue Nord, Pointe Claire, re use of ABC's components in their products. Tel: 514 555 7654	Take taxi from the Hilton. Driving time approx. 20 minutes. Aim to finish meeting by 10:00 to leave sufficient time to travel to next meeting. Ask M. Rousseau to call taxi.
		<b>10:30</b>	Meeting with M. Jean-Pierre Breton, Designer, Montreal Equipement Ltée., Blvd des Arbres, Dorval, re new component application. Tel: 514 555 3210	Driving time approx. 20 minutes. Aim to finish meeting by 11:30 to return to Hilton Hotel by taxi.
		<b>12:00</b>	Lunch meeting with M. Robert Ramsey, Owner, Ramsey Inc., re representation of ABC in the Quebec region. Tel: 514 555 9876	Check out of room by 12:00. Leave baggage with concierge for later pick-up.
		<b>14:30</b>	Meeting with M. Luc Brossard, General Manager, LB Ltée, re representation. Tel: 514 555 5432	M. Brossard will pick you up at the hotel at 14:30 and return you later in the afternoon. Collect your baggage before going to the airport by shuttle bus. Plan to arrive at the airport at least 2 hours before your flight departs.

### **Additional Notes:**

1. All the people with whom you are meeting have been provided with background information on your company and the purpose of your visit.
2. All appointments will be re-confirmed 3 days before they are scheduled.
3. See accompanying maps for out-of-hotel meeting locations and driving directions. You may show the relevant map and directions to your taxi driver if he appears unfamiliar with the location. Most taxi drivers will take the shortest route. Question the route taken if the driving time is significantly longer than our estimate (with due allowance for prevailing traffic conditions).

4. Driving directions, and some addresses, often refer to, or include, a compass reference (north, south, east or west). Just remember, Lake Ontario is always to the south in the areas where you will be driving.
5. The appropriate dress code for all meetings is a business suit.
6. Please ensure you bring an adequate supply of business cards, literature and any other materials needed for your meetings.
7. We would be pleased to receive your feedback on this itinerary after completing your visit to Canada. We will send you a short questionnaire that will provide you an opportunity to comment on the contacts made and the effectiveness of our services.
8. In the event of a problem arising during your stay in Canada, please call the following number and we will try our utmost to assist you: 905 555 2020.