

U. S. DEPARTMENT OF COMMERCE
Roy D. Chapin, Secretary
BUREAU OF FOREIGN AND DOMESTIC COMMERCE
Frederick M. Felker, Director



Trade Promotion Series—No. 143

EUROPEAN SALES AREAS



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FOREWORD

This bulletin is confined strictly to a discussion of sales areas in Europe; in no sense is it a market analysis. It concerns, in other words, the location of agencies rather than the sale of goods, although some information of a general economic character has been included.

Any publication of this nature must obviously be based upon the general practice in normal times. To this, of course, there are numerous exceptions, since an agency arrangement satisfactory for one line may be entirely unsuited to the handling of another or may be temporarily inadvisable on account of prevailing trade restrictions or other circumstances. The advice given, therefore, must be taken as applying in general and should not be acted upon without a thorough investigation of conditions as affecting the distribution of individual products. In such an investigation and in the selection of suitable agents, the Bureau of Foreign and Domestic Commerce, especially through its offices in Europe, is in a position to be of great service to American exporters.

This publication has been prepared by R. M. Stephenson, chief of the European section of the Division of Regional Information of the bureau, largely from reports received from the American commercial attaches in the various European offices. Use has also been made, as noted, of reports from consular officers in certain countries. Statistical material included has been compiled from official foreign sources.

The assembly of this information, it is hoped, will be found useful to export managers who are contemplating the revision or extension of their European organizations.

FREDERICK M. FEIKER, *Director,*
Bureau of Foreign and Domestic Commerce.

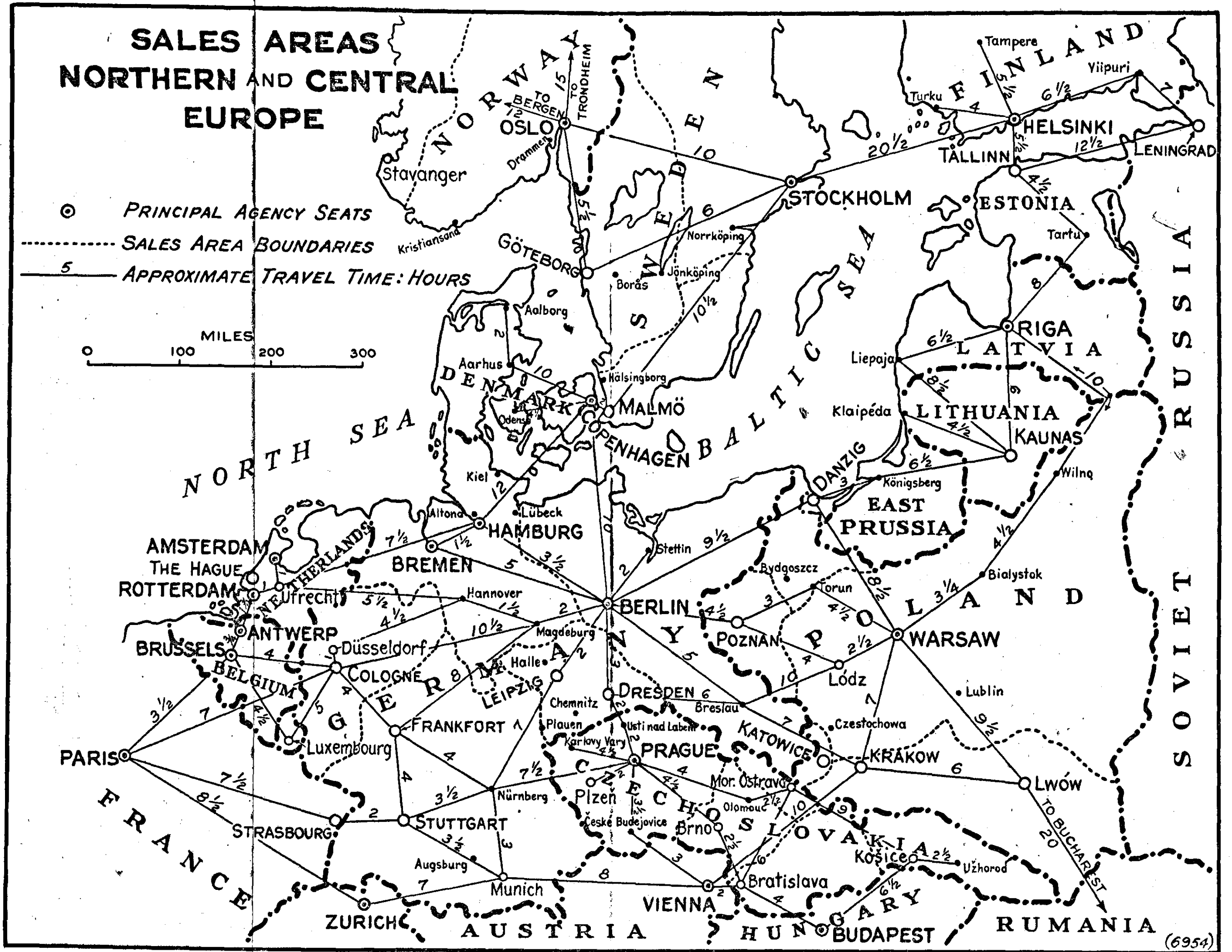
JANUARY, 1933.

SALES AREAS NORTHERN AND CENTRAL EUROPE

⊙ PRINCIPAL AGENCY SEATS

--- SALES AREA BOUNDARIES

5 — APPROXIMATE TRAVEL TIME: HOURS



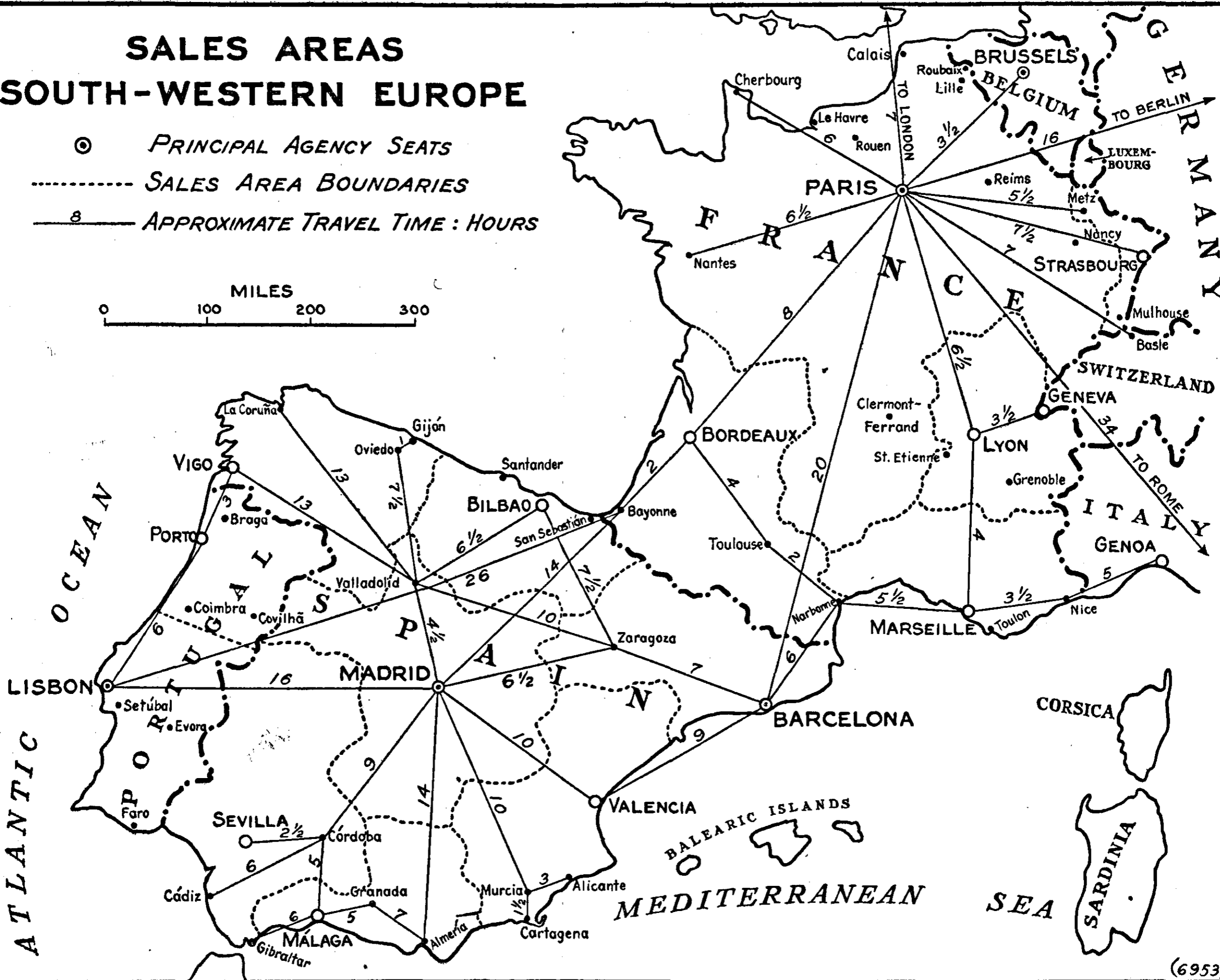


SALES AREAS SOUTH-WESTERN EUROPE

⊙ PRINCIPAL AGENCY SEATS

----- SALES AREA BOUNDARIES

8 — APPROXIMATE TRAVEL TIME: HOURS



APPENDIX

PUBLICATIONS OF BUREAU OF FOREIGN AND DOMESTIC COMMERCE OF PROBABLE INTEREST

The following publications (except special circulars) may be obtained at prices noted from the Superintendent of Documents, Government Printing Office, Washington, D. C., or from any of the district offices of the Bureau of Foreign and Domestic Commerce. Special circulars may be obtained from the Bureau direct or from the district offices.

The following lists suggests a few titles only. A complete catalogue will be sent on application.

General:

- The Commerce Yearbook, 1932, Vol. II, Foreign Countries. \$1.25.
- Living costs for Americans Abroad. Special circulars, Division of Regional Information. Available for all European countries. 10 cents each.
- Selecting Foreign Sales Agents. Special circular, Commercial Intelligence Division. Free.
- Exclusive Sales Agreements in Foreign Trade. Trade Promotion Series No. 45. 10 cents.
- Shipment of Samples and Advertising Matter Abroad, Including Use of the Mails in Foreign Trade. Trade Promotion Series No. 72. \$1.
- International Fairs and Expositions. Trade Promotion Series No. 75. 20 cents.
- Ocean Routes in United States Foreign Trade. Trade Promotion Series No. 96. 10 cents.
- Commercial Travelers' Guide to Latin America. Trade Promotion Series No. 122. \$1.25.
- Credit and Payment Terms in Foreign Countries. Trade Promotion Series No. 123. 20 cents.
- Commercial Travelers' Guide to the Far East. Trade Promotion Series No. 134. \$1.
- Sources of Foreign Credit Information. Trade Information Bulletin No. 292. 10 cents.
- Uniform Through Export Bill of Lading. Trade Information Bulletin No. 593. 10 cents.
- Broadcast Advertising in Europe. Trade Information Bulletin No. 787. 10 cents.

Baltic States:

- The Baltic States. Trade Information Bulletin No. 569. 10 cents. (Out of print; loan copy on request.)

Belgium-Luxembourg:

- Competitive Factors in Selling to Belgium and Netherlands. Trade Information Bulletin No. 356. 10 cents.
- Luxembourg: Brief Economic Survey. Trade Information Bulletin No. 559. 10 cents.

Czechoslovakia:

- Trading Under the Laws of Czechoslovakia. Trade Information Bulletin No. 444. 10 cents.

Finland:

- Finland: Economic Review. Trade Information Bulletin No. 681. 10 cents.

France:

- Guide for American Business in France. Trade Promotion Series No. 115. 15 cents.
 Taxation of Business in France. Trade Promotion Series No. 118. 20 cents.

Germany:

- Port of Hamburg, Including Ports of Altona and Cuxhaven. Foreign Port Series No. 1. \$1.

Greece:

- Business Practice in Greece. Trade Information Bulletin No. 472. 10 cents.
 Trade Financing and Exchange in Egypt, Greece, and Turkey. Trade Information Bulletin No. 506. 10 cents.

Irish Free State:

- Irish Free State: An Economic Survey. Trade Promotion Series No. 62. 20 cents.

Italy:

- Power-Using Industries of Italy. Trade Information Bulletin No. 772. 10 cents.

Netherlands:

- Competitive Factors in Selling to Belgium and Netherlands. Trade Information Bulletin No. 356. 10 cents.

Portugal:

- Portugal: Resources, Economic Conditions, Trade and Finance. Trade Information Bulletin No. 455. 10 cents.
 Portuguese Taxation, Corporations, and Negotiable Instruments. Trade Information Bulletin No. 765. 10 cents.

Switzerland:

- Taxation of Business in Switzerland. Trade Promotion Series No. 47. 5 cents.
 Switzerland: Resources, Industries and Trade. Trade Information Bulletin No. 421. 10 cents.

Turkey:

- Trade Financing and Exchange in Egypt, Greece, and Turkey. Trade Information Bulletin No. 506. 10 cents.

United Kingdom:

- Taxation of Business in Great Britain. Trade Promotion Series No. 60. 20 cents.
 United Kingdom: An Industrial, Commercial, and Financial Handbook. Trade Promotion Series No. 94. \$1.75.
 Chain-Store Developments in Great Britain. Trade Information Bulletin No. 697. 10 cents.
 Port of Liverpool, Including Birkenhead and Garston. Foreign Port Series No. 2. \$1.

Yugoslavia:

- Kingdom of Serbs, Croats, and Slovenes (Yugoslavia): A Commercial and Industrial Handbook. Trade Promotion Series No. 61. 85 cents.

ASSISTANCE AVAILABLE IN SELECTION OF FOREIGN AGENTS

The Bureau of Foreign and Domestic Commerce has on file a large amount of information on foreign agents of various types in all countries, which is kept up to date through the activity of the foreign services of the United States Departments of Commerce and State. Investigations as to the suitability of sales agents, wherever located, is undertaken for American exporters. When the assistance of the

bureau is desired in this connection, it is important that complete information be submitted, as follows:

(a) Type of merchandise to be sold. (This can best be known if catalogues and descriptive literature are received.)

(b) Full price data and complete discounts. (If there is a cash discount, state how the foreign buyer can take advantage of such discount.)

(c) Are you disposed to extend buying terms common to the market to foreign firms of unquestioned financial standing? (If your terms are rigid as to credit, indicate such terms.)

(d) Are your quotations made f. o. b. factory or port of exit, or free alongside steamer at port of exit? Are all carrying charges from your f. o. b. point for the account of the buyer, or do you absorb them in the price of your goods?

(e) Compensation to the agent should be stated, whether this be commission or special discount.

(f) Are you disposed to assist the agent in the sale of your products by advertising at your expense, if such advertising seems expedient, or by contributing to any necessary expense?

(g) Are you selling in the market or markets under review or have you sold in those markets? If so, through whom and to what extent? (Be sure to mention if you already have an agency arrangement and the reason for wishing to make a change.)

(h) If your products are unknown in the markets where you want sales-agency representation, the bureau should have basic information regarding your business organization, such as the age of your concern, capital, banking connections, how long you have been exporting, as well as other pertinent information about your organization of interest to a prospective sales agent.

