

WE KNOW

# SALES

## LETTER OF INTRODUCTION

SAMPLE

Entering foreign markets can be both rewarding and full of challenges.

A big challenge for many businesses doing business overseas is establishing credibility with potential customers or suppliers who may know very little about New Zealand, let alone your company.

To help overcome this barrier The Chamber can provide a letter of introduction for members to help facilitate overseas trade. The letter acts as a 'reference', providing credibility to your company, and will aid in opening up doors for initial communication with prospective buyers or sellers.

This is a complimentary service for members.

This Letter of Introduction Sample is designed as a guide for use by members of the Canterbury Employers' Chamber of Commerce (The Chamber). It is part of a suite of resources to help businesses put in place effective practices and procedures for their organisations.

Please be aware that no generic document can cover all circumstances and you may need to adapt this to the needs of your business.

If you need further assistance with putting this resource into effect, or with other employment or business issues, please call the Chamber Advisers on 03 366 5096

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Date

**TO WHOM IT MAY CONCERN**

**LETTER OF INTRODUCTION**

We would like to introduce you to (Name) of (Company), who are valued members of the Canterbury Employers' Chamber of Commerce.

*(Name of person travelling overseas), (Title within company) (Company), will be travelling to (Country) to (nature of visit e.g. evaluate business opportunities and meet with established clients).*

*(Brief description of the company's activities)*

We would be pleased if you would give (Name of person travelling overseas) the courtesy of a meeting to discuss any matters of mutual interest.

Yours sincerely

Signed by Representative of the Canterbury Employers' Chamber of Commerce