

- **Product or service** – clearly describe the product or service you want to export.
- **Questions** – base your questions on your secondary research and be as specific as possible. You'll get a better response if it's clear that you've carefully researched your subject.

Online resources

TCI's ExportSource at exportsource.ca is one of the best online sources for this type of information. It links to all major Canadian market information Web sites and provides information on government and private sector services, market and sector information, trade statistics, trade leads and potential partners.

The Canadian Trade Commissioners Service at www.infoexport.gc.ca will give you access to hundreds of market studies and country reports. Another resource to try is the International Business Opportunities Centre's e-Leads® system at www.e-leads.ca. After you subscribe, you'll receive regular e-mail information about foreign opportunities that match your subscription profile.

CanadExport at www.canadexport.gc.ca is another excellent source of current business news and market studies. It will also keep you informed about upcoming trade conferences and trade shows.

Profiling potential markets

Here's a checklist to help you summarize what you learn about a possible market. After you've created two or three profiles, you can compare them to see which one(s) present the best overall opportunities.

1. Market type

Specify:

- Type 1 (fast-paced, competitive)
- Type 2 (relationship-based)
- Type 3 (IFI-funded)

2. Political highlights

Describe:

- the government
- who's who
- major political themes
- relations with Canada, including agreements

3. Economic highlights

Describe:

- the domestic economy
- economic trends
- general imports and exports
- imports and exports to and from Canada