## CONTACTS FOR EXPORT SUCCESS

A business getting ready to export is often challenged by a host of considerations and details that are quite different from those relating to domestic operations. The Road Map to Exporting and Export Financing provides a pointer system to the contacts that can help with export related questions.

The Road Map was developed in partnership between the Government of Canada and financial institutions, and is the first such joint venture. While information sources referenced in the Road Map are generally limited to those of the public sector and financial institutions, there are many other industry associations and commercial organizations that can provide assistance to exporters.

The contacts in the Road Map can help you along the way as you plan for exporting, find foreign buyers, manage your export risks and finance your export activities. Moreover, these contacts can be of the greatest benefit once you have determined how exporting fits into your overall business strategy.

You're in the driver's seat