

## Preparing for international markets

There's a lot of preparation involved when entering a new market. When you contact a TCS regional office, you will be introduced to a Trade Commissioner in Canada who will help you:

- *Determine if you are internationally competitive*

We can guide you through a self-assessment of your readiness to compete in the international marketplace.

- *Decide on a target market*

If you haven't already chosen a target market, we can work with you to identify markets in which your company has the most potential to succeed.

- *Collect market and industry information*

It's time to start gathering general information about the geographical market and the industry in which you will be competing. We also have up-to-date information on trade fairs, technical conferences and seminars to consider attending.

- *Improve your international business strategy*

International success depends on a solid business plan. Whether you're selling a product or service, investing globally or seeking technology and R&D partnerships, we can help you expand operations abroad.

"The first service the TCS helped us with was finding out how to prepare for entering a new market: how to target our market abroad and create brand awareness."

Today Genuwine is a multi-million-dollar company, with 65% of its business originating from the United States. As Genuwine continues to enter new markets in Europe with the help of the TCS, its revenues continue to grow.

"We're experiencing extreme growth! We're at 330%-350% this year. I would attribute a lot of our success to the TCS."