

INTRODUCTION

There has never been a better time for Canadians to export. With the abundance of business opportunities in a global marketplace that is less restrained by trade barriers than ever before, and with rapid improvements in worldwide travel and communications, exporting is an attractive option for large and small businesses alike.

In today's global business environment, taking advantage of export opportunities may be the best way for your company to grow and thrive. And exports mean more jobs for Canadians and continued economic growth for Canada.

Canada is one of the strongest trading nations in the world. In terms of total trade, it leads all of the Organization for Economic Co-operation and Development countries and in per-capita trade, it tops the list of the Group of Seven industrialized economies.

Making the most of export opportunities means taking advantage of the services that are available to you. Timely, relevant and cost-effective information and support can help you to enter international markets and respond quickly and effectively to emerging challenges and opportunities.

Working in a Team Canada partnership, federal, provincial/territorial, municipal governments and the private sector are pooling their resources to better meet your needs. Whether you are new to the international marketplace and need information on how to get started, or you are an experienced exporter looking for business leads, these services can help. Working together, we are taking on the world.

The *Guide to Export Services* provides a brief overview of government services to exporters.