

- Do you have the time to develop export markets? Are you looking at exporting as a long-term commitment?
- Do you have the cash flow to cover longer collection periods if necessary?
- Do you have the time to study foreign markets to learn about such things as tariffs and how cultural differences affect your marketing approach?

People always laugh at the fool things you try to do until they discover you are making money out of them.

Bob Edwards, Publisher of the Calgary Eye Opener from 1902 to 1922

This booklet won't hand you ready-made export markets or strategies. What it will do is provide you with solid, no-nonsense information on how to:

- Identify your best products and services for export
- Go about finding the most promising markets
- Make use of the many available export programs and services
- Get in touch with the most knowledgeable and experienced sources of export information

We see exciting growth opportunities for us worldwide. Competing in the international marketplace is a great motivator at all levels in our company.

V.L. Young, Chief Executive Officer, Fishery Products International Limited, St. John's, Newfoundland, a 1987 Canada Export Award Winner

So You Want To Export? also gives you some tips on communicating with and within other countries and scheduling trips.

After you read this booklet, you may also want to check out what is available in your community. Your local university or community college can recommend suitable books and other materials. They may also offer courses on exporting through their continuing education departments. Another way to find out more about exporting is to attend a workshop or seminar put on by the export organizations which exist in most Canadian cities. Potential exporters also can get in touch with the export organizations listed in this booklet. Many of them offer guidance to first-time exporters.

How to begin

So You Want To Export? examines a number of the vital factors to be considered prior to any venture into new markets. It takes you through each step in your decision-making process, from analyzing your product or service to dealing with a trade commissioner.

It's also a resource book, providing a list of federal and provincial government departments and agencies, trade and business associations, and other organizations that offer information and assistance to exporters.

Exporting to markets beyond North America has provided the opportunity for our company to grow and our business to stabilize.

T.E. McGowan, President and Chief Executive Officer, C-E Canada Power Systems, Ottawa, Ontario, a 1987 Canada Export Award Winner

Importing goods into Canada

While the Department of External Affairs does not actively promote imports into Canada, it is responsible for issuing import licences for some items in the fields of textiles and clothing, agriculture and footwear.