

The Canadian Trade Commissioner Service Market Prospect: To Go or Not to Go

The Canadian Trade Commissioner Service offers the following six services worldwide:

- Market Prospect
- Key Contacts Search
- Local Company Information
- Visit Information
- Face-to-face Briefing
- Troubleshooting

The following is the first in a series of articles explaining each of the services.

To go or not to go, that is the question. Your answer may lie in a Market Prospect.

You've done your homework. You've made good use of the market research facilities of Team Canada Inc. You've sought advice from successful exporters through your trade associations. You're well prepared for the demands and risks of international trade. And your research has turned up what appears to be a good target market for your product or service. You're now ready and eager to enter that foreign market.

But before making your final decision, you'd naturally like to get some confirmation of your plan - some reassurance that your market selection is sound. Or perhaps you're finding it difficult to choose between two or three foreign markets that your research has shown to be promising. What's the next step?

It's time to get in touch with the Canadian Trade Commissioner Service and ask for a Market Prospect.

A Market Prospect is essentially a brief assessment of your potential in your target market. Our officers abroad have local knowledge and experience that may be very relevant to your interests, to help you make that "GO/NO-GO" decision.

A Market Prospect can include:

- an assessment of your potential in the market;
- advice on doing business in the market;
- an indication of any major local barriers, regulations or certification;
- notification of upcoming events (trade fairs, conferences, seminars, trade missions); and
- suggested next steps.

To customize this information to your needs, our officers need to know about you and about your plans. The following are typical questions asked by foreign clients and contacts:

- What is unique or special about your company, product or service?
- Who are the end users of your product or service? Who do you sell to in Canada and abroad, and how?
- Which countries or regional markets (e.g. Northwestern U.S.) are you targeting, and why? What do you know about your target market?

If you're ready to take your business to the world, a Market Prospect can help you decide where in the world to take it.

*Expand your
Horizons*

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