

Assessing your market potential

Now that the groundwork for penetrating a new market has been accomplished, a Trade Commissioner abroad will work with you to assess your potential in the target market. The TCS will help you with:

- *Market intelligence*

This is when detailed planning for entering the new market begins. We have up-to-date market information and can inform you about recent developments in your target market. We will provide information on barriers and regulations associated with entering a specific region and inform you of any upcoming opportunities. We'll give you an inside look at what's going on in your area of business.

- *Advice on improving your market strategy*

Are you taking full advantage of the opportunities in your target markets? Whether you're looking to export, invest abroad or seek technology and R&D partnerships, we can help you make the most of your market strategy.

"Our major challenges were understanding the business landscape and who potential partners and customers might be. We needed access to the marketplace and knowledge that aligned with our strategy."

Octasic contacted the TCS and was provided specific information about the territories and accounts it wanted to pursue. The TCS recommended trade shows and other industry events that Octasic should participate in to promote its products.

With this detailed information, Octasic acquired two contracts in its target market. China now makes up about 48% of the company's total revenues.

"Without the TCS we would have done more trial and error rather than pinpointing opportunities. We realized success much sooner from working with our Trade Commissioner."