

WHAT IS THE EVALUATING YOUR EXPORT READINESS PROGRAM?

Evaluating Your Export Readiness: A Step-by-Step Approach is a software package designed with small-to-medium-sized businesses in mind. The program was developed by External Affairs and International Trade Canada (EAITC) and provides members of the Canadian business community with the insight needed to identify and then tap their firm's export potential.

HOW CAN THIS PROGRAM HELP THE BUSINESS COMMUNITY?

This program can help members of the business community in two ways. The "questionnaire" section of the program assists exporters in identifying, in a systematic and objective way, company strengths and weaknesses in terms of export potential.

The program also contains a "step-by-step export guide" which provides users with the information needed to develop their own exporting strategy. This step-by-step guide contains information on a wide variety of topics, varying from financing sources