
INTRODUCTION

In today's increasingly competitive and demanding world market, business is recognizing it needs to find niche markets, increase product quality and provide value-added products which meet those market demands.

Canada's growing economy and future prosperity depends on trade, and the ability of Canadian businesses to compete against the best and win.

Because it is often tough to develop new markets overseas for their products, many Canadian businesses, of all sizes, especially small, are taking advantage of the opportunities provided by the Canada-United States Free Trade Agreement (FTA) before trying other world markets.

The United States is larger and more segmented than one would think. This requires custom-tailored strategies to deal with the niche market areas Canadian businesses will encounter. Whatever market a business chooses to enter, homework must be done.

This guide suggests a step-by-step approach designed to help you to quickly generate sales to U.S. markets. Case studies give you the benefit of learning from two small Canadian companies already successfully selling products or services in U.S. markets.

Because the **Canadian Exporter's Guide to the U.S. Market** only provides a synopsis of what is needed to be successful, we have also included a handy list of contacts which may help you answer your questions or give you some assistance in achieving your goals.

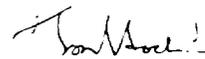
Jointly prepared with the Canadian Chamber of Commerce, External Affairs and International Trade Canada and Industry, Science and Technology Canada, this informative publication will provide you with a quick lesson to identify some of the things you will need to learn to enter and successfully compete in the lucrative U.S. market.



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