

COMMUNICATION

Taybridge Communications

Taymouth, NB

www.taybridge.com

Taybridge Communications' advice to new exporters is: *"Network with other firms in the countries where you wish to market your goods or services. Position yourself as a strategic partner to other firms, align yourself with Canadian divisions of firms that reside in your targeted export countries, and most of all, use complementary technology from other companies to allow you to reach areas that you may not otherwise be able to target."*

What does Taybridge Communications do? Taybridge Communications was launched in 1992 providing desktop publishing and writing services. Seeing the opportunities available on the Internet, Taybridge switched tack and began focusing primarily on Web and multimedia services in 1994.

Services provided by Taybridge include: Web design and authoring, technical and copy writing, graphic design, computer- and Internet-based training, interactive CD-ROM development, electronic documentation, document conversion and project management.

With a background in communications, journalism, computer-based training and Web development and a business philosophy that stresses complete customer satisfaction, Taybridge has developed a strong, loyal and growing client base.

What is Taybridge Communications' experience in exporting? Taybridge began exporting its services in 1997 while contracting for the Canadian parent of a US firm. When the Canadian parent downsized, Taybridge picked up a full-time contract from the US firm. The majority of the work is done in Canada with occasional on-site visits in the US. Taybridge is in the process of starting work with a California based firm. Taybridge will provide one-on-one e-mail support and assistance to trial users of its software.