

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.

“We realized business culture would be an issue and tried to learn everything possible about protocol, policies and the stability of the political climate, but it was difficult. The TCS was able to obtain more effective and detailed information.”

The market knowledge provided by the TCS helped Loyalist Forest Products realize approximately \$2.5 million annually from its Indonesian contract.

“The TCS officer assured us that it is possible to make it, there are mechanisms in place and a knowledge base to effectively enter new markets. To know that my country is behind me in making these business developments is incredible.”