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to enjoy our high standard of living, exporting must be accorded the priority it deserves. Simply stated, we have to do a better export job. There are two ways this can be achieved. First, more Canadian firms can get involved in exporting. Many companies have the potential to export yet presently do not do so. Second, companies that are selling overseas could improve their operations further. There is always room for more and better-directed effort.

Government can also help boost exports through its various export stimulation and support programs, but it is up to each individual company to take its own exporting action. As the well-known adage goes: "You can lead a horse to water, but you can't make it drink."

Objective

It is hoped that this book contributes to realizing the goal of improved Canadian exports. This is certainly the objective. Canadian companies can win in the battlefield of the world marketplace, if armed correctly and supplied with the right ammunition. This book contains material that should prove helpful to new exporters as well as to those wanting to improve their present performance overseas.

As well as ammunition, firms need the self-confidence to step onto the commercial battlefield. The 27 Canadian success stories that provide the basis for this study reveal just this confidence. Taken together, they show that our companies can and do export as well as those of other nations.