

# The Bottom Line: *more exporters,* **MORE DEALS**

The mission provided opportunities to scope out new markets and potential buyers for Canadian companies like Corma Inc. of Concord.



## *Team Canada 1998: 306 deals worth \$1.78 billion*

**W**ith 306 signings, Team Canada 1998 inked the most deals signed on a Team Canada trade mission — or any trade mission for that matter — with a total value of \$1.78 billion. That's a significant accomplishment in a market that to date has been largely untapped by Canadian business. Notably, over 90% of those 306 deals were signed by small and medium-sized companies, many of which will be exporting to Latin America for the first time. And that, says Prime Minister Chrétien, is the real achievement of this mission.

"With trade, the challenge for Canada is to diversify," says the Prime Minister.

"It's like building an RRSP. You don't put all your eggs in one basket; you put the money you have in a range of different investments, so if there's a downturn in one area, you're still earning money from your other investments while you wait for conditions to improve. Canadians understand this, and I know they want to see us doing business in all regions of the world. That's how we help to build real security for Canada."



In Argentina, a cheque for \$100,000 was presented to Prime Minister Chrétien, who accepted it on behalf of the Canadian Red Cross. Team Canada participants collected the funds to help victims of the ice storm that battered parts of Eastern Ontario, Quebec and New Brunswick. By the end of the mission, \$171,000 had been collected.

## *Getting into the Export Game*

Are you ready to get into exporting? Here's a recipe for success:

- Ascertain your product or service's export potential
- Select and research your target market
- Choose your entry strategy
- Arrange your financing
- Promote your product or service
- Determine the logistics of getting your product to the market
- Prepare your export plan
- Customize your export plan and entry strategy
- Learn the terminology of exporting

For more information on exporting and government services for Canadian businesses, call

**1-888-811-1119**

Or visit

<http://exportsource.gc.ca>

**Canada**