

For first-time exporters, making that corporate decision to export is a big one.

The closer you come to making that decision, the more nervous you become. That's normal. After all, you're leaving the comfortable, familiar environment of your domestic market to tackle an unfamiliar foreign market. You're competing against entrenched competitors for customers who don't know your company or your products or services. It certainly can be a lonely feeling.

But, in reality, you're not alone. Canadians are among the world's leading international traders. Literally thousands of Canadian companies have broadened their horizons and successfully incorporated profitable international sales into their domestic operations. Each of these companies has developed strategies and techniques for selling abroad, and most of them are willing to share their experiences with first-time exporters in areas where they are not in direct competition.

You can also link up to a network of Canadian industry and trade and professional associations. In addition, you can count on assistance from federal and provincial government export trade development programs.

If you feel your time and financial resources for exporting are limited, you may also want to make use of Canadian trading houses. They can frequently undertake exporting on your behalf.

Advice and assistance are readily available to you every step of the way as you identify your exportable products and services, scout your export markets, design your marketing game plans, organize your banking and financing, and begin your sales campaigns.

Your export team

Once you begin consulting these export trade professionals, you won't feel so alone. By adding these experts to your company's export team, you'll receive the kind of assistance few companies, regardless of their size or financial strength, could maintain on staff. The initiative to put this team to work rests with you. You are the captain of the team and only you can call the signals.

Many members of Canada's export team provide packages of related services while others concentrate on a single, specific area of export expertise. For easier identification and reference, the line-up of experts is grouped here under three main headings:

- Marketing information and assistance
- Financial information and assistance
- Documentation

The listings include a short description of each organization's role in export trade development along with telephone and telex numbers as well as addresses.

Success takes persistence and patience. Sales for our products have a very long fuse. We've been well served by provincial and federal offices abroad.

*L.A. Wharton, President,
Westronic Inc., Calgary,
Alberta, a 1987 Canada Export
Award Winner*

Marketing information and assistance

Department of External Affairs

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The Department of External Affairs is the federal government department responsible for international trade. Approximately one third of the Department of External Affairs personnel are employed in promoting Canadian exports, and in trade and economic policy work. The Honourable John C. Crosbie is the Minister for International Trade. Among Mr. Crosbie's responsibilities are the Canada-U.S. free trade negotiations, multilateral trade issues (and in particular the Uruguay Round of multilateral trade negotiations in the GATT), and departmental trade programs and services