

## Export Readiness Diagnostic



The *Export Readiness Diagnostic* is a tool to help you assess your export readiness and identify priorities as you prepare to enter your first foreign market. If you are currently exporting, some of the questions may assist you in fine-tuning your export strategy.

[exportsource.ca/diagnostic](http://exportsource.ca/diagnostic)

## Interactive Export Planner

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This innovative online tool will assist you in preparing an export plan or an export-focused business plan for your new or existing business. The *Interactive Export Planner* will:

- ▶ guide you through each section of your plan using a question and answer format
- ▶ provide definitions, tips, and sample plans to help you write your own plan
- ▶ prepare financial projections based upon the information you provide
- ▶ use the power of the Internet to assist you in researching various elements of your plan

[exportsource.ca/iep](http://exportsource.ca/iep)

## WIN Exports



This confidential database of Canadian exporters and their capabilities is used by trade officers in Canada and abroad to identify qualified Canadian suppliers with export capability. Registration in the *WIN Exports* database will help you succeed in international markets.

[www.infoexport.gc.ca/winexports](http://www.infoexport.gc.ca/winexports)