

Investment in China: A Question and Answer Guide on How to do Business by Wang Yongjun (Amacom, New York, 1996) or *The Business Guide to China* by Laurence Brahm (Butterworth-Heinemann, 1997).

For questions on Chinese business etiquette, try *Passport China: Your Pocket Guide to Chinese Business, Customs and Etiquette*, by Jenny Li (World Trade Press, 1996) or *Business China: A Practical Guide to Understanding Chinese Business Culture* by Peggy Kenna (NTC Publishing Group, 1994). All of these books can be purchased through the mail-order bookstore *Books For Business* in Toronto, toll-free at 1-800-668-9372.

You may also wish to read *China: Mission Impossible?* by Rainer Thomm, a book on general business practices in China and how to enter and be successful in the China market. More information on *China: Mission Impossible?* can be found at www.chinareads.com.

Guides for Exporters

SMEs may want to buy some general guides for Canadian exporters. *Guide to Export Services* is an overview of export services available to Canadian businesses and can be obtained through the International Trade Centres (ITCs) located in each province. *Exporting from Canada* (Self Counsel Press, North Vancouver, 1994) is another useful guide.

The Canadian Chamber of Commerce and the Business Development Bank of Canada (BDC) have produced a video called *Going Global* which offers SMEs advice on developing international markets. The video shows you how to analyze your export market and develop a marketing plan. The cost of the video is \$19.95 and it can be obtained by contacting BDC toll-free at 1-888-INFO-BDC.

Government SME and Export Websites

Team Canada has two key websites for Canadian Exporters. www.infoexport.gc.ca is designed to help Canadian companies in their efforts to export. Here you will find information on Team Canada trade missions, market reports prepared by DFAIT, information on Canada's Business Services Centres (CBSC) and more.

exportsource.gc.ca is a site specifically designed to help Canadian SMEs prepare to export. It provides information on trade show preparation; planning a business trip; developing an export plan, and identifying international export opportunities. It also recommends other useful web links, including regional organizations such as the Atlantic Canada Opportunities Agency. SMEs will find the section "Roadmap to Exporting" especially useful.

A third website is Industry Canada's *Strategis* at strategis.ic.gc.ca. This is Canada's largest business website and can help SMEs assess their export capacity, access business