

International trade has become a matter of the highest importance to our country. The world economy is changing on a daily basis. New products are being developed. New markets are opening. Canadian exporters, known for their high-quality products and services, competitive prices, and imaginative marketing, have proven they can do more than hold their own against all challenges.

... The Honourable John C. Crosbie, Minister for International Trade

Exports are the key to economic survival and growth for individual companies as they are for Canada as a nation. There will be greatly reduced barriers to trade as a result of our new trade agreements with the United States and the GATT negotiations which are well underway; if you are competitive at home you can be competitive in export markets. Canada's business is exporting; it should be yours.

... Frank Petrie, President, Canadian Exporters' Association

Good products and services and vigorous salesmanship are cornerstones of successful exporting. Combine these with knowledge of foreign cultures, languages and business practices, and then you will have the winning edge.

... Thomas d'Aquino, President and Chief Executive Officer, Business Council on National Issues

Does your firm have competitively priced, high-quality products or services? Could you expand production if you could find additional markets? Do you feel you've reached your full market potential in Canada? Maybe you've even had a nibble from a buyer south of the border or abroad?

Now you're wondering if exporting is the answer.

This booklet will help you decide whether or not your company is ready to seriously consider exporting. Written for business people, with information from a number of export organizations, *So You Want To Export?* gives you an overview of what is involved in exporting. It also provides you with a list of important contacts.

Exporting - good for business

Many Canadian companies have found that exporting plays a key role in their growth and prosperity. For successful Canadian exporters foreign market sales keep production lines humming and employment and profits growing.

Exporters - large, medium, small

Exporting is an option available to companies of all sizes. What is required is a serious corporate commitment, thorough research, careful planning and a determined sales approach. Successful exporters say it takes the same hard work as is required for any business endeavour.

The larger companies, it is true, usually have greater internal resources to research and develop new export markets. But small and medium-sized firms also have access to various forms of assistance and you will find out about them in this booklet.

Making the decision

By picking up this booklet, you've shown a definite interest in exporting. But is it right for you at this time? The following checklist will help you decide:

- Does your company have a solid domestic sales base? Do you have the capacity to produce more?