



# Appendix A: Your Exporting Checklist

Here's a checklist you can use to track the general progress of your exporting venture, or simply to get an overview of the whole process.

## 1. Planning and preparing

Whether you export goods or services, many of the following preparatory steps will be similar:

- Research the market using techniques and resources as described in this guide.
- Visit or contact trade commissioners in your province for information on trade opportunities and market intelligence from around the world.
- Ask the trade commissioner in your target market abroad for help in assessing your market prospects and to provide you with a list of qualified contacts.
- Visit cities in the region and talk to potential buyers and intermediaries.
- Request a face-to-face briefing with the Canadian trade commissioner in the region to discuss the latest developments in the market.
- Develop a network of contacts and potential partners. Find out who your competitors and potential allies are, and who are the most important importers, distributors and agents for your product or service.
- If working through agents and distributors, make a short list of potential candidates and assess their qualifications and capabilities. Develop a profile of the ideal associate, then select the one whose skills and experience best complement your export objectives.
- If exporting a service, consider the possibility of finding a local partner to represent your interests.
- Put together a promotional package describing your company and its products or services.
- Attend a regional trade fair, if possible. Do some preliminary promotion and establish contacts with potential buyers and associates.
- Make arrangements with key export service providers such as freight forwarders, trading houses and customs brokers.

### TIP

If you've decided to mount your trial run in the U.S., choose a specific regional market as your focus.

