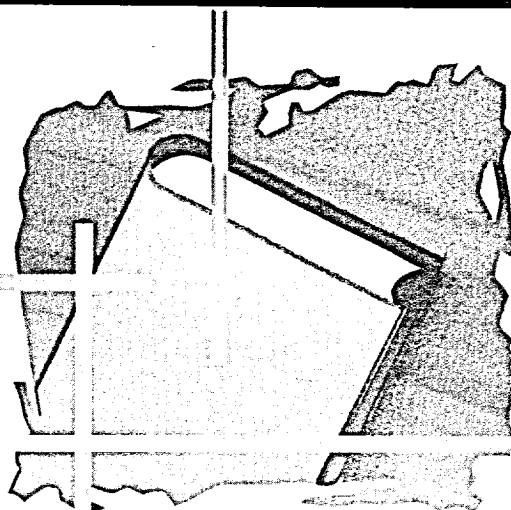




HOW TO USE THIS BOOK

This book provides practical help to exporters. It is arranged so that — if desired — readers can read selectively. The three chapters describe how companies can go about gaining a product edge by evaluating and exploring a particular market arena and then developing a gameplan for export operations. Scattered through the text are company profiles that tell how Canada Export Award winners have met the challenge of world markets. The profiles are positioned to illustrate a specific point but also have a more general story to tell.

To get the most out of the book, read it cover to cover. But if you are limited in time, use the following “routes” to guide your reading choices.

Although we wrote this book, it is based completely on the advice provided by the sample of Canada Export Award winners we interviewed.

M.R.B.
D.J.P.
P.J.R.

If your sector of interest is:

• Agri-food/fish	go to	page 5
• Resources/chemicals	go to	page 7
• Secondary industries	go to	page 8
• Machinery and transportation equipment	go to	page 9
• High technology/electronics	go to	page 11

If your region of interest is:

• Africa/Middle East	go to	page 15
• Asia/Pacific	go to	page 17
• Eastern Europe and U.S.S.R.	go to	page 20
• Latin America and Caribbean	go to	page 21
• Western Europe	go to	page 22
• United States	go to	page 25

If you are interested in export strategy	go to	page 29
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If you are interested in other sources of export information and advice	go to	page 43
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