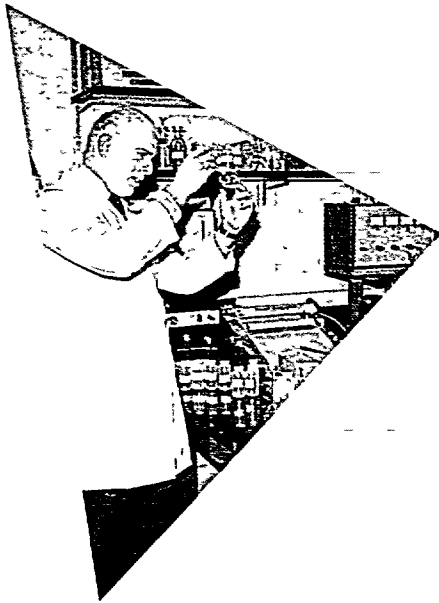


1 Introduction



To the person on the street, exporting often sounds like a pretty exciting way to do business. Just think of all that travelling, sometimes to faraway and exotic places. And consider how good it would feel coming home after having clinched that big international deal.

On the other hand, to the executive who has spent six weeks shuttling between hotel room and offices while negotiating a contract in a foreign country or to the company that knows its product stands “head and shoulders” above the competition yet is passed over by overseas buyers, exporting can be a frustrating, will-sapping, money-draining exercise.

Both the “exciting” and the “frustrating” aspects of exporting are real. Most companies experience exporting highs and lows. When success comes, it’s great; but getting there can be tough because, generally speaking, there are more problems to be faced in overseas markets than at home.

Although exporting is seldom easy, as Canadians, we must look to our companies to do better in world markets. If we are to continue