

## The Result

*The Road Map to Exporting and Export Finance (Road Map)*, is a truly collaborative effort between Government and financial institutions and it establishes a new benchmark on a number of fronts. The initial vision for the *Road Map* was to create a guide to key information sources from the perspective of the exporter. Institutional self-promotion was forbidden!

The *Road Map* defines four broad categories of questions which may be encountered along the exporting process: I want to export (Am I ready?), How do I find foreign buyers?, How do I plan for exporting?, and How do I finance my exports and manage the risks? Contacts are identified for the various export questions.

As an adjunct to the exporter *Road Map*, a series of fact sheets entitled, *Top Ten Export Programs* are available through government networks. These fact sheets, developed by DFAIT, have distilled the plethora of information and government programs into the ten most frequently used programs and services.

The *Road Map* is available through government networks. A number of financial institutions are making the *Road Map* available during the fall of 1994. All major banks and some other financial institutions, including Caisse Desjardins agreed to customize and distribute the *Road Map* through their own bank networks (including selected branches). Therefore, the combination of distribution through government, bank networks, and other intermediaries such as trade associations, crown agencies and Chambers of Commerce will result in extensive Canada-wide distribution of the *Road Map*. The *Road Map* will also be sent to Canadian embassies, consulates, and missions abroad for distribution to Canadian SMEs.

*The Road Map to Exporting and Export Finance* and *Top Ten Export Programs* are available from the sources listed in Annex IV.