

Sometimes an international customer will come looking for you. TCI's *Responding to Unsolicited Orders: A Guide for Exporters* at exportsource.ca/orders will give you pointers on how to deal with such approaches.

The International Trade Centres (ITCs) also help with target market selection. See page 6.

Understanding your target market

Once you've identified a range of possibilities and selected the market that's best for you, you're ready to turn to the following resources for help.

Virtual Trade Commissioner

Register yourself as a client of the Canadian Trade Commissioner Service (see page 14) and receive your Virtual Trade Commissioner, a personalized Web service containing market information and business leads that match your international business interests. Register online at www.infoexport.gc.ca.

EXPORT MarketInsight

Export Development Canada (EDC) offers online information to help you monitor political and economic developments in more than 200 Canadian trade markets. To subscribe to this market intelligence tool, go to www.edc.ca/e-reports.

EDC's Market Knowledge

Take advantage of EDC's knowledge of the current economic, commercial and political conditions in virtually every foreign market worldwide. Accessing EDC's expertise on doing business in both established and developing markets allows for better understanding of opportunities and risks in various industries around the world. Call 1 866 638-7916 for help in identifying new export possibilities.

