



Stage Three -

for Companies which are Experienced Exporters

Current Status of your Company: you have . . .

- Developed export experience in at least one foreign market
- Excess capacity and resources to meet increased foreign market demands
- Commitment to develop growth in export markets

Key Steps to Take

- Collect information on new niche market(s)
- Integrate new export market(s) into corporate strategic plan
- Develop contact with the Canadian Trade Commissioner in new market(s)
- Visit the new market and meet potential clients, partners and representatives
- Enhance your ability to develop your market(s) through financial support programs from Export Development Corporation, the Canadian Commercial Corporation and Canadian financial institutions
- Learn about and use competitive intelligence to improve and maintain sales position in foreign markets
- Increase resources to new market expansion as required

