

Preparing for international markets

There's a lot of preparation involved when entering a new market. When you contact a TCS regional office, you will be introduced to a Trade Commissioner in Canada who will help you:

- *Determine if you are internationally competitive*

We can guide you through a self-assessment of your readiness to compete in the international marketplace.

- *Decide on a target market*

If you haven't already chosen a target market, we can work with you to identify markets in which your company has the most potential to succeed.

- *Collect market and industry information*

It's time to start gathering general information about the geographical market and the industry in which you will be competing. We also have up-to-date information on trade fairs, technical conferences and seminars to consider attending.

- *Improve your international business strategy*

International success depends on a solid business plan. Whether you're selling a product or service, investing globally or seeking technology and R&D partnerships, we can help you expand operations abroad.

located in specific countries. Participating in these trade shows through the TCS, such as CommunicAsia in Singapore, allows us to maintain a consistent international presence. Plus, the TCS organizes satellite events around some trade shows, which gives us even more opportunity to network with potential clients and partners."

With the TCS, TelcoBridges now has a platform to shorten the time it takes to enter a new market.

"We always contact the TCS before entering a new market to qualify an opportunity or discover a new one. The Trade Commissioners know the playing field of international markets."