

## 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.

prepare for this new market by informing it of trade events and putting it in touch with the TCS office located in Japan.

"The TCS shared knowledge about local trends and practices and briefed us on Japanese business etiquette and culture. It was advantageous to have access to that knowledge and expertise."

In Tokyo, Foxy was interviewed and featured in a high-end fashion magazine. And after meeting with several distributors, the designers now sell their products in Japanese stores.

"The TCS gave us the confidence to participate in international trade. Now we are working with distributors in the U.K., Australia and Israel. Whenever we go to a new destination, we make it a habit to visit the TCS first."