INTRODUCTION

Does your firm have competitively priced, high-quality products or services? Could you expand production if you found additional markets? Have you reached your full market potential in Canada? Maybe a U.S. buyer, a Canadian government trade commissioner, or a project manager in the Middle East or elsewhere has already contacted you for product details and prices?

Now you're wondering if exporting shouldn't be taken more pragmatically.

This booklet will help you decide whether or not your company is ready to seriously consider exporting. Written for business people, with information from a number of export organizations, **So, You Want To Export** *gives you an overview of what is involved in exporting. It also provides you with departmental contacts.*

Exporting – good for business

Many Canadian companies have found that exporting can play a key role in their growth and prosperity. For successful Canadian exporters, foreign markets keep production lines humming and employment and profits growing by reducing dependence on the home base, by providing economies of scale and by exposing the company to the latest international trends.

Exporters – large, medium, small

Exporting is an option available to companies of all sizes. What is required is a serious corporate commitment, thorough research, careful planning and a determined sales approach. Successful exporters say it takes the same hard work (perhaps more) as is required for any business endeavour.

The larger companies, it is true, usually have greater internal resources to research and develop new export markets. But small and medium-sized firms also have access to various forms of assistance and you will find out about them in this booklet.

> *People always laugh at the fool things you try to do until they discover you are making money out of them.*
>
> **Bob Edwards**, Publisher of the *Calgary Eye Opener* from 1902 to 1922

Making the decision

The fact that you are reading this booklet demonstrates your interest in exporting. But is it right for you at this time? The following checklist will help you decide:

- Does your company have a solid domestic sales base?
- Do you have the capacity to produce more?
- Do you have the time to develop export markets?
- Are you looking at exporting as a long-term commitment?
- Do you have the cash flow to cover longer collection periods if necessary?
- Do you have the time to study foreign markets to learn about such things as tariffs and how cultural differences affect your marketing approach?

This booklet won't hand you ready-made export markets or strategies. What it will do is provide you with solid, no-nonsense information on how to:

- identify your best products and services for export;