

Export Services Key to Success

There has never been a better time for Canadians to establish or enhance small businesses and to gear up for export markets. Abundant opportunities in the global marketplace, decreasing trade restrictions, the globalization of markets, and improved travel and communications infrastructures make exporting in the 1990s more viable than ever before, particularly for small and medium-sized companies. In today's global business environment, taking advantage of export opportunities is one of the best ways for a company to grow and prosper.

Exporting can bring significant benefits — expansion or diversification of a business, more jobs and increased profits. It can also place demands on companies that they may or may not be prepared to meet. Whether you are new to exporting and need information on how to get started, or you are an experienced exporter looking for business leads, Team Canada services can help you succeed.

Team Canada: more than meets the eye

Team Canada is more than just trade missions. It is a major component of the federal government's Jobs Strategy and a concerted effort on the part of all levels of government and the private sector to help Canadian companies prepare to enter and succeed in foreign markets.

Participation in Team Canada missions has helped hundreds of Canadian businesses make major inroads in world markets. But you don't have to go on a mission to benefit from Team Canada's expertise and services.

And you don't have to be a large company. Any small or medium-sized Canadian business can easily

access all of Team Canada's export preparation information and resources.

Making the export leap

Your first step, particularly if you are contemplating a business start-up or are new to exporting, is to contact one of the 12 Canada Business Service Centres (CBSCs) throughout Canada. The federal government has teamed up with provincial governments and the private sector to offer a consolidated service to Canadian business.

CBSCs can provide information and advice on a wide range of issues, from establishing a business, getting ready to export and accessing financial assistance pro-

grams to searching for market opportunities and identifying regulations, licences and permits.

Connecting with market opportunities

Once you are export ready, the next step is to register your company on the WIN Exports (World Information Network for Exports) database. WIN Exports is used by the Trade Commissioner Service's worldwide network of trade experts to match your company's products and services with the needs of foreign buyers.

Think of the Trade Commissioner Service as your advance global marketing team: a network of

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- To connect with the Canada Business Service Centre nearest you
- To obtain information about Info-Fairs across Canada
- To obtain a copy of *Your Guide to Government of Canada Services and Support for Small Business* or the *Guide to Export Services*
- To register in Win Exports or to obtain information about the Program for Export Market Development, or
- To learn how to gain access to the full spectrum of information and intelligence on exporting, from getting started to arranging financing and distribution to closing the deal

CALL 1-800-454-9999

8 a.m. to 8 p.m. EST Monday to Friday (except holidays)