

STEP-BY-STEP EXPORTING SUPPORT

Ready to export or expand your global footprint? Tap into these tools, programs and services to get you on your way.

STEP 1: DO YOUR RESEARCH

Research and planning can go a long way to help you develop your export strategy, identify the best opportunities and understand what you need to do to enter your target market.

Export planning

- **Step-by-Step Guide to Exporting**—Build your export plan, choose your target markets and get your product or service to market with the help of this Trade Commissioner Service (TCS) guide. bit.ly/tcs_guide
- **Exporting to the United States**—Read this TCS guide to plan your entry to the U.S. market. Find out about NAFTA, U.S. market characteristics, cross-border travel and U.S. Customs procedures. businesswomenintrade.gc.ca
- **Introduction to Exporting**—Learn everything you need to know about selling to international markets in this Export Development Canada guide. edc.ca

Import & export controls and requirements

- **Export Controls Handbook**—Get practical information on Canada's export controls, export permit applications and import-related requirements in this Global Affairs Canada guide. international.gc.ca

STEP 2: ACCESS GOVERNMENT SERVICES FOR EXPORTERS

The Government of Canada offers valuable services targeted specifically to meet your business' needs. Connect with us and find out how we can help you.

- **Business Women in International Trade**—Products and services to help women entrepreneurs expand their global footprint. We'll connect you with the programs and services you need to succeed. businesswomenintrade.gc.ca
- **Trade Commissioner Service**—Evaluate your international business plan, access on-the-ground intelligence, get practical advice and connect with local contacts in 161 cities worldwide, including Canada. Visit tradecommissioner.gc.ca. Create your profile for MY TCS (bit.ly/my_tcs) to access all TCS publications, guides and market reports. Subscribe to CanadExport for news on doing business internationally at canadexport.gc.ca.
- **Agri-Food Trade Service**—This Agriculture and Agri-Food Canada program supports food and agriculture

exporters with market information, trade counselling, trade events and much more. agr.gc.ca

- **Canadian Technology Accelerators**—Support for Canadian high-growth, market-ready companies to access global markets and entrepreneurship services in the information and communication technologies, life sciences and clean technologies industries. tradecommissioner.gc.ca/CTA
- **Canada Business Network**—Network of 400 business service centres across Canada to support entrepreneurs. canadabusiness.ca
- **Canadian Intellectual Property Office**—Protect your business, product or invention with patents, copyrights, trademarks and industrial designs. ic.gc.ca
- **Innovation, Science and Economic Development Canada (ISED)**—There are six federal agencies operating under ISED. Each offers business services, by region.
 - Atlantic Canada Opportunities Agency—see the Women in Business Initiative acoa-apeca.gc.ca
 - Canada Economic Development for Quebec Regions dec-ced.gc.ca
 - Canadian Northern Economic Development Agency CanNor.gc.ca
 - FedDev Ontario (Southern Ontario) FedDevOntario.gc.ca
 - FedNor (Northern Ontario) fednor.gc.ca
 - Western Economic Diversification Canada wd-deo.gc.ca
- **Service Canada**—Call 1-800-O-Canada or visit Canada.ca to access additional information on the Government of Canada.

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STAY CONNECTED WITH BWIT

BWIT's Information Coordinator Miriam López-Arbour invites you to visit our website and sign up for email alerts at businesswomenintrade.gc.ca. You can also connect with the BWIT team at linkd.in/bwit-faci.

"Our LinkedIn group has over 2,000 active members who share news, opportunities and resources for business women on-the-go. Join us for some great networking and conversations."

Don't forget to tweet using our [#womenexporters](https://twitter.com/womenexporters) hashtag on Twitter!

