
3. The Basics

To begin the process of becoming export ready, buy a copy of "Exporting" from your local business bookstore or business supplies shop. It costs \$24.95 but is well worth the investment. It is part of a series of business books produced by Self Counsel Press, which is located at 1481 Charlotte Road, North Vancouver, B.C., V7J 1H1. If a copy is not available in your area, a mailorder bookstore in Toronto called "Books for Business" (1-800-668-9372) will send it to you for the cost of the book plus shipping.

4. Focus India Contacts

The first stop on your journey should be your local economic development agency or office. Check the "blue pages" of your telephone directory for their number. They will normally have information referring to "How to Export" and contact numbers including who to contact at your provincial government trade office and Regional Development Agency in your area: ACCOA in the Atlantic Provinces; FORD-Q in Quebec; FEDNOR in Northern Ontario; and WD in Western Canada.

One of the mandates of these provincial and federal agencies is to help new-to-exporting firms learn the ropes and discover what assistance governments and others make available to firms interested in developing global markets. For example the Ontario government offers a "New to Exporting" seminar for first time exporters.

The next stop on your journey should be your International Trade Centre (ITC) usually located in the major metropolitan centre in your province. You can find their number in the federal government section of the "blue" pages of your telephone directory. The ITC officer responsible for trade with India will direct you to local sources of information and advise you on how to prepare yourself for doing business in India.

They may suggest reading several overview articles on India that have appeared in the general business press including: "Canadian Business" in January 1995; "Euromoney" supplement on India in March 1995; "Business Quarterly", Winter 1995, from the University of Western Ontario; and Financial Times "Survey of India", November 17, 1995. The ITC officer will also be able to direct you to both the local provincial government trade agency and the Canada Business Service Centre.

The Department of Foreign Affairs and International Trade has an info centre which can provide you with copies of several useful general guides including: "Export Guide"; "Sources of International Information Available Electronically"; and "1995 Directory of Information Brokers Specializing in International Business Information". (See Appendix I for contact details.)