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External Affairs and
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Small Business

10 Stepping-stones to Export Success

Foreign markets offer small businesses an opportunity to increase sales, improve profitability, lower unit costs, diversify business activity, spread risk, gain new experience and develop new ideas.

The discipline of exporting forces companies to focus their resources more carefully and to organize themselves more effectively.

Tips on how to enter foreign markets have been published in numerous issues of *CanadExport*. The following are from a publication by Industry, Science and Technology Canada. These guidelines can help prepare companies entering international markets for the first time.

 **AGEXPORT**
Supplement: pp. I-IV

- **Evaluate export potential**
A good place to begin is by assessing your company's export potential. This involves evaluating both your organizational readiness and your product readiness to enter international markets. Exporting is not for everyone. Sufficient financial resources and an organizational commitment to expand internationally are prerequisites for success. Before launching an export drive, you need a clear idea of your competitive advantage in your current markets. What needs does your product or service satisfy in the Canadian market? Who already uses it? Why?

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November is Services Month

November is **Services Month in Canada**, a trade promotion initiative that now is celebrating its second anniversary.

It was initiated in 1991 by Minister of Industry, Science and Technology and Minister for International Trade, Michael H. Wilson.

This year, Services

Month will focus on the important contribution of the services industry to Canadian prosperity and will feature several activities catering to the specific needs and interests of Canada's fast-growing services sector.

The theme of **Services Month '92** is "Strategies for Turning Opportunities into Success".

Highlights of the month-long program will be the hosting, by Minister Wilson, of two National Conferences: one in **Toronto** (November 5); the other in **Montreal** (November 26).

These conferences are a follow-up to last year's consultations with services industries and will feature top executives speaking about their success in dealing with key services sector issues.

Trade in Services

A variety of international trade promotion events and initiatives will be held during **Services Month**, including seminars, trade missions, the release of trade publications and market study reports.

Companies and consultants who seek to export their services will

be especially interested in activities such as the workshop on "Consulting Opportunities in World Bank Agriculture Sector Projects" or the release of a "World Market Survey on Health Care Services".

Of the 60-plus initiatives being planned during **Services Month**, a calendar soon be

Mois des  Month

able - see contact end of article for more than a dozen will deal directly with export market opportunities.

ExportVision/ NAFTA

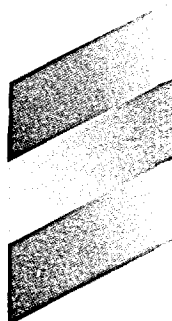
ExportVision is the flagship trade promotion event which began in October during **Canada International Trade Month**. The 'vision' extends into November to cover the services sector of **Services Month**.

Under **ExportVision**, a group of trade commissioners from Canadian embassies around the world will be in Canada to meet with services exporters and discuss business opportunities in their respective markets.

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Min. des Affaires extérieures
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