

Assessing your market potential

Now that the groundwork for penetrating a new market has been accomplished, a Trade Commissioner abroad will work with you to assess your potential in the target market. The TCS will help you with:

- *Market intelligence*

This is when detailed planning for entering the new market begins. We have up-to-date market information and can inform you about recent developments in your target market. We will provide information on barriers and regulations associated with entering a specific region and inform you of any upcoming opportunities. We'll give you an inside look at what's going on in your area of business.

- *Advice on improving your market strategy*

Are you taking full advantage of the opportunities in your target markets? Whether you're looking to export, invest abroad or seek technology and R&D partnerships, we can help you make the most of your market strategy.

That's why the producer of value-added health and nutritional feed ingredients for the livestock industry contacted the TCS for help.

"The TCS helps us determine where our products fit in the markets we target. We deliver various health and productivity feed products for livestock, but market insight from the TCS tells us what makes more business sense."

It's market insight from the TCS that helped the biotech company succeed in penetrating the South American, Asian and Australian markets.

"The TCS allows us to better understand the culture and business practices in each market and helps us access business opportunities and partnerships more efficiently. With this information, we can cost the benefits of entering each market and focus on the opportunities offered in each one."