

---

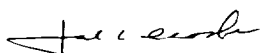
## INTRODUCTION

---

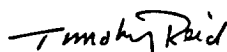
As markets open up worldwide, exporting is quickly becoming a key factor in the growth of small business. More and more small Canadian enterprises are turning to the United States to capitalize on their privileged position as next-door neighbours to the world's most diversified market. With the Free Trade Agreement (FTA) now guaranteeing greater access, the opportunities have attracted thousands of Canadian operations.

Turning these opportunities into profitable ventures is a challenge with its own unique demands. U.S. markets are not replicas of Canadian ones. They are usually larger, more segmented, and have distinctive characteristics that call for custom-tailored strategies. Doing business in the United States is not the same as doing business in Canada. As many Canadian small businesses that have ventured south know, a little homework goes a long way.

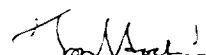
This guide was prepared by the Canadian Chamber of Commerce with the assistance of External Affairs and International Trade Canada and Industry, Science and Technology Canada to help Canadian entrepreneurs learn from the experience of numerous small Canadian operations that have made a success of exporting to the United States. It presents the actual experiences of two representative small businesses and suggests a step-by-step approach to quickly generate sales in the United States. A list of contacts and resources is also provided for further enquiry and assistance.



The Honourable John C. Crosbie  
Minister for International Trade



Timothy E. Reid  
President  
The Canadian Chamber of Commerce



The Honourable Tom Hockin  
Minister of State  
(Small Businesses and Tourism)