

they believe the promising markets are. You should also talk with other companies that export to the market you are investigating. They can give you a lot of useful information on local business practices, regulations and cultural considerations in that market.

Organizations Associated with International Trade — These include the Canadian Export Association, Canadian Manufacturers' Association, Canadian Chamber of Commerce or foreign Chambers of Commerce located in Canada and your trade associations. These organizations have excellent resources, both in terms of their membership and their libraries, and one can learn a great deal from their expertise.

Banks — International departments of commercial banks can be a valuable resource on financing, financial documentation, credit information and contacts with overseas banks.

(For additional sources of information see the section *Your Reference Sources*.)