

HOT OFF THE PRESS: A Step-by-Step Guide to Exporting

A *Step-by-Step Guide to Exporting* is an informative new publication from Team Canada Inc (TCI) that offers advice to small and medium-sized enterprises (SMEs) on how to become “export-ready.”

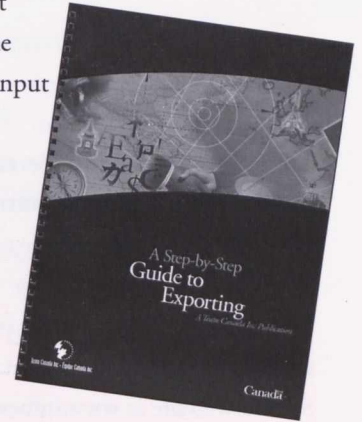
How does the new guide benefit the TCS?

One of the challenges trade officers face is dealing with clients who are unprepared. This guide is one way to overcome the problem. It helps companies determine the degree to which they are ready to export and offers them assistance in getting prepared. The Guide also describes the various export assistance products and services available in Canada and abroad.

What's in the Guide?

This guide incorporates “the best of the best” from TCI partners and is the result of extensive consultation and input – including feedback from exporters themselves.

Copies of *A Step-by-Step Guide to Exporting* can be ordered on-line at the ExportSource Web site (exportsource.gc.ca) in French or English, or downloaded in a PDF or text version.



Tools

EXPORT ALERT!

Keeping up-to-date on World Trade Organization (WTO) rules can benefit trade officers by helping them to better serve their clients. *Export Alert!* is a useful tool developed by the Standards Council of Canada and a good tip to pass on to clients.

Standards Council
of Canada



Conseil canadien
des normes

The system automatically e-mails subscribers when WTO member countries propose changes to the rules. Subscribers can customize *Export Alert!* by selecting their particular areas of interest from 41 fields. To subscribe to *Export Alert!* free of charge, visit the Standards Council Web site at www.scc.ca

Safe Stowage A Guide for Exporters

DFAIT's guide to preparing cargo for shipment is back in print - revised and modernized. This third edition of *Safe Stowage* is highly recommended for new exporters and a good source of advice for clients whose cargo could be damaged.

Order copies from the DFAIT
Enquiries Centre
(enqserv@dfait-maeci.gc.ca)
and quote product number
44TA (English) or
44TF (French).

