marketing activities are directed to answering a single specific question: can my firm export its products to this market and make a profit?

This directory is organized geographically in order to provide a global perspective. The world has been divided into seven major geographic areas (roughly continental in size). Each region has an introduction which is followed by country reports. These country reports are the heart of the directory and have been specifically designed to assist you in evaluating the market potential for that nation.

Please note that these reports are intended as a starting point. They can assist you in developing a short list of markets with significant potential for your products. Selecting a particular target market and developing a market entry strategy will require much more marketing effort.

Concern of mature exporters. The marker miseration reduirements associated with these mature phases of export development are intensive and require substantial "onsite" investment in marketing research. In cases where Caradian exporters are engaged in these activities, they are almost entirely self-duracted and funded.

to experi markets and are within EADO's mandate. The dependent has neither the resources not the experise to conduct the advanced marketing testarch and other activities demanded by manne, international marketing. It can, however, assist new exporters in evaluating the possibility of exporting, identifying and evaluating market opportunities, and in developing and executing market-empty strategies.

The purpose of this Directory is to provide Catadian manufacturers of packaging and labelling equipatent with a timely overview of global market opportunities for their sector. For the domestic materiacturer considering axporting for the first time of the occasional exporter, identifying market opportunities for further investigation is a critical task. Marketing resources are limited and must be catalably applied to potential markets that show real promise. This Directory is designed to assist Canadian markets that show real promise. This Directory is designed to estimatian markets that show real promise. This decision, where to shart in evaluating potential export markets?

Once a short-fut of target markets has been identified, you will want to move on troll this Directory to further investigation. This can also be assisted by External Affairs and International Trade Canada. The Program for Export Market Development (PEMD), in particular, can help definy part of the coars involved in twersets marketing visits. This second stage of market research abould be much more focused than the first. In the target market, specific potential clients and discu groups anould be identified. Local pricing should be acamined very catefully, given its key impact on practicular.

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