

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.