

This booklet won't hand you ready-made export markets or strategies. What it will do is provide you with solid, no-nonsense information on how to:

- identify your best products and services for export;
- go about finding the most promising markets;
- make use of the many available export programs and services; and
- get in touch with the most knowledgeable and experienced sources of export information.

**So You Want To Export?** also gives you some tips on communicating with and within other countries, and on scheduling trips.

After you read this booklet, you may also want to check out what is already available in your community. Your local university or community college can recommend suitable books and other materials. They may also offer courses on exporting through their continuing education departments. Another way to find out more about exporting is to attend a workshop or seminar put on by the export organizations that exist in most Canadian cities. Many of them offer guidance to first-time exporters.

## How to begin

**So You Want To Export?** examines a number of the vital factors to be considered prior to any venture into new markets. It takes you through each step in your decision-making process, from analysing your product or service to dealing with a trade commissioner.

## Importing goods into Canada

While the Department of Foreign Affairs and International Trade does not actively promote imports into Canada, it is responsible for issuing import licences for some items in the fields of textiles and clothing, agriculture and footwear.

Information on items that are subject to import controls can be obtained by contacting the Export and Import Permits Bureau (EPT), Department of Foreign Affairs and International Trade, Lester B. Pearson Building, 125 Sussex Drive, Ottawa, Ontario K1A 0G2, Telephone: Clothing/Textiles: (613) 996-8090; Other: (613) 996-0609.

In order to determine the types of items to import or to obtain lists of foreign manufacturers, contact the embassies and consulates of foreign countries represented in Canada. They are responsible for promoting their country's products here, much like our trade commissioners are involved in promoting Canadian products abroad.