

TABLE OF CONTENTS

1.0	INTRODUCTION 1.1 Establishing Business Links 1.2 Responding to the Challenges of Foreign Markets 1.3 Planning and Preparing for Your Trip Abroad	1
2.0	ARE YOU READY TO GO INTERNATIONAL? 2.1 The First Step 2.2 Winning the Trust of the Foreign Partner 2.3 Important Questions to Ask Yourself	2
3.0	 INITIAL DOCUMENTATION REQUIRED 3.1 Preparing the Basic Information 3.2 What do You Offer an Investment Partner? 3.3 Your Company Profile 	4
4.0	SOURCES OF ADVICE IN CANADA 4.1 Using Your Knowledge and Business Experience 4.2 Local Sources of Information 4.3 Government Sources of Advice	6
5.0	GOVERNMENT ASSISTANCE OUTSIDE CANADA 5.1 Canadian Missions and Provincial Trade Offices Abroad 5.2 Documentation and Advance Notice 5.3 How to Contact the Mission 5.4 Give Yourself Three Months 5.5 Copy Your Correspondence to DFAIT 5.6 Responses to Your Enquiries	8
6.0	THE TRIP ABROAD 6.1 Make Your Appointments 6.2 Show Up With Your Business Plan	10
7.0	GETTING YOUR MESSAGE ACROSS 7.1 An Attractive and Comprehensive Business Plan 7.2 A Message Which Speaks for Itself 7.3 The Language of Your Potential Investment Partner 7.4 Can You Speak for Your Company?	11

Dept. of External Affairs Min. des Affaires extérieurs

JUL 3 1996

RETURN TO DEPARTMENTAL LIBRARY
RETOURNER A LA BIBLIOTHEONE DU MINISTERE (