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This booklet is organized to examine a number of vital factors you must carefully consider in any decision to venture into new markets: *The products and the places*; *The market profile*; *The plan*; *The players*; and, in a summary, some helpful *Pointers* developed from the market-tested, real-world experiences of successful Canadian exporters in their ventures abroad. If the information in this booklet convinces you that there are export opportunities for your company, then trust the enthusiasm, confidence and determination that have made your firm what it is today. Chances are you have everything it takes for success.