## TABLE OF CONTENTS

Section	1
Second	

	Are You Ready to Export to the United States?	3
	The Preparation	3
	The Marketing Strategy	4
	The Marketing Plan	5
	The Trade Show: An Excellent Route for Market Penetration	6
	How to Succeed at a Trade Show	6
Section	ı II	
	Food Trade Shows in the United States	9
	Index to U.S. Trade Shows by Canadian Government Trade Office Territory	62
	Chronological Index to Shows for 1992	66
	Canadian Government Trade Offices in the United States	70
	International Trade Centre Locations	79