



## EXPORTING: A WORLD OF OPPORTUNITIES

[continued from page 1]

“Let us know about the markets you’re interested in pursuing. We can discuss the market research you’ve already done and help identify additional sources of intelligence,” explains Vancouver-based Trade Commissioner Victoria Hayes. “Once you’ve developed a business strategy for your target markets, we can connect you with our colleagues in those regions for on-the-ground advice and support. We can also help you identify the contacts required to move your business forward in those markets, whether you need foreign buyers, partners or other parties who may be interested in your product or service.”

### Target promising markets and sectors

With the Government of Canada supporting your efforts, you are steps ahead of those who do it alone. The Global Markets Action Plan concentrates Canada’s efforts on the markets and sectors that hold the greatest promise for Canadian businesses.

This ambitious trade plan is yielding results. Canada has opened up critical markets through free trade agreements with South Korea and the European Union. We now have a total of 11 agreements in place, and we are involved in negotiations with more than 60 countries. Our exports to the world are increasing. For the first time, our two-way trade surpassed \$1 trillion in 2014.

### Take steps to ensure your success

As for Nahmiache, she has some final words of advice if you’re planning your own expansion. “Reach out to people in your professional network with exporting experience. Align your approach with your existing business. Work with BWIT and take part in their events and trade missions. You’ll learn so much. I know I did.”



Lindsay Nahmiache, Co-owner  
Jive Communications

### Are you ready to take on the world?

Take the BWIT Export Readiness Survey to find out. You’ll also discover aspects of your business or export plan that you may need to focus on before you decide to go global. It takes only 5-10 minutes to complete. Visit [tradecommissioner.gc.ca/bwitsurvey-exporting](http://tradecommissioner.gc.ca/bwitsurvey-exporting).



## FIVE STEPS TO YOUR NEXT MARKET

You’re ready to set your sights on new markets: where do you start? Rashma Agarwal, the Senior Trade Commissioner in Los Angeles, and Wendy Weir, owner of loose leaf tea glass company, Libre, offer their advice:

### 1. Explore your potential

“Figure out what’s different about your product or service that will resonate in your chosen market. Research your potential and what sets you apart from the competition. Then take baby steps. Look at how much work is involved: Can you take it on? Are the regulations easy to navigate? Consider a local partner or distributor. The TCS can play an important role in helping companies achieve success faster.” - Rashma

### 2. Understand your customers’ needs

“Knowing who we’re targeting is everything. It’s why we’ve been successful in the U.K. We knew that loose leaf tea was embedded in the yoga lifestyle, but the rest of the country uses tea bags. We exhibited at a big yoga trade show and our U.K. business took off from there.” - Wendy

### 3. Focus your efforts

“Don’t jump into a market too fast. The U.S., for example, is a collection of diverse regional markets each with their own opportunities and challenges. A customized approach for each market is required when pursuing opportunities.” - Rashma

### 4. Be ready to deliver

“Consider your market carefully, even if it’s a small one. Know your limitations. Can you scale up to deliver on large orders? Don’t fall into the glamour opportunity of selling to a big company like Disney if you aren’t ready for it.” - Rashma

### 5. Seek advice from experts

“The TCS gave us distributor leads and local market knowledge. Then we researched our options. We now stock our products in Los Angeles, Vancouver, the U.K. and Australia for easy distribution to our customers.” - Wendy

## BENEFITS OF EXPORTING

- » Boost your sales and profits
- » Gain economies of scale
- » Reduce your company’s vulnerability
- » Gain new knowledge and experience
- » Increase your competitiveness - in Canada and internationally