

The third set of suggestions emphasizes the three primary concerns Canadian software developers are likely to have in moving their software products and/or services across the border into the U.S. These are **procedures and recommendations for exporting to New York State, requirements for clearing U.S. customs, and opportunities for tapping into U.S. government procurement opportunities.** In particular, direct and indirect strategies for exporting software to New York State are outlined in the Guide; the requirements regarding proper documentation, copyright and trade mark regulations, labeling, customs duties, and temporary business travel, which are necessary to clear inspection by U.S. customs officials, are presented; and the procedures for selling software products and applications to various U.S. government agencies and departments are described.

To demonstrate the diversity of opportunities and market-entry strategies for the Canadian software developer who is interested in the New York State marketplace, **four case studies** are presented in **Section 6.** Each case represents a recent experience of a Canadian software establishment that has been successful in entering the New York State market, and together the examples demonstrate some of the marketing and distribution strategies that are effective.

Finally, the Guide contains appendices that list the **computer trade shows** that are held annually within the State of New York, the people that have provided helpful information in the preparation of this publication, and the key government agencies that are mentioned within the text.