

1. GENERAL EXPORT PUBLICATIONS

GETTING INTO EXPORTING

(1) Info Export Brochure

Lists services available through the department's export trade information centre. Source: Trade Communications (Canada) Division (BTC). (bilingual)

(2) So You Want to Export?

Steps to take when planning to export. Included are: tips on assessing the export potential of your product; identifying and visiting target markets; where to go for marketing information and assistance; the programs offering financial assistance; and trade commissioner services. Includes an export pricing sheet, checklists for overseas sales visits, and an export jargon index. Source: Trade Communications (Canada) Division (BTC) (English, French, annually)

(3) Export Guide: A Practical Approach

Advice on developing corporate trade strategies, export pricing, transportation, financing, using trading houses, and countertrade. Also included is a list of available export support facilities and programs. Source: International Trade Centres and Regional Operations (TPO) (English, French, 1988)

(4) Excellence in Exporting: What the Winners Say

Summarizes the qualities common to Canada Export Award winners. Source: International Trade Centres and Regional Operations (TPO) (bilingual, 1986)

(5) Fish Product Export Market Opportunities Guide

Source: Fisheries and Fish Products Division (TAF) (English, French, March 1989.)