



The prologue

There are two simple, persuasive reasons why Canadian companies should consider exporting: more profits for themselves and more jobs for Canadians. But more than this, exporting broadens a company's marketing base and generally results in greater company growth.

— Frank Petrie, President, Canadian Export Association

The primary benefit to a Canadian company in exporting is growth, or in other words, the opportunity to become a big company when one is a small one.

— Thomas d'Aquino, President, Business Council on National Issues

This booklet is about growth and profitability and the key role exporting has played in achieving them for many Canadian companies.

With a domestic market that is both mature and relatively small, many Canadian companies, including small and medium-sized ones, have found exports to be an important source of new customers, increased sales, corporate growth and greater profitability. As well, for most companies, export markets have proven to be a welcome cash flow stabilizer through the peak-and-valley fluctuations in the Canadian industrial economy. For successful Canadian exporters, selling abroad keeps production lines humming, and employment and profits up at home.

Selling abroad isn't just a game for "big boys only" — the large, national and international companies. Profitable foreign sales are possible for any company, large, medium or small, that makes a serious, reasoned corporate commitment to export and follows up its decision with the same planning, research, and plain hard work required for success in any

marketing program. The larger companies, it is true, usually have greater internal resources to research and develop new export markets. But even as an entrepreneur with high-quality, competitively priced products or services and a real desire to broaden your marketing horizons, you may feel you are not fully capable of exporting. And you are not alone.

Across Canada, a host of federal and provincial governments and agencies, trade and business associations and other organizations have a wealth of information and assistance, including financial assistance, that is available to help you establish your beachhead in markets outside Canada. In reading *So you want to export?* you are taking the first important step on the road to an informed corporate decision to join the growing number of Canadian companies that have become world-class players in international trade.

Reading *So you want to export?* won't hand you ready-made, profitable export markets. Adding the prefix "Export" to the sales manager's title won't do it either.

The first and indispensable step to an effective and successful export campaign is commitment. Commitment by the president, the board of directors and the management team to export the company's products and services and to back their commitment with the finances, personnel and other resources which will be needed to fuel the export campaign for the two or three years it will take to make it work.

So you want to export? can, however, provide you with a solid, hard-headed and proven matrix on which to identify and test the exportability of your best products and services and the most promising markets for them. It also lists and describes the many public and private sector market intelligence services and assistance programs readily available to you to back up and support your export marketing programs. *So you want to export?* will answer many of your initial exporting questions and will direct you to the most knowledgeable and experienced sources for the additional, detailed and specific information and assistance you require to develop your own successful export marketing campaigns.

So you want to export? is a Canadian exporter's program building guide and resource book. It could also be the key to new prosperity and growth for you, your company, your community, your province and for Canada.