



Beyond the Border: **Getting Started**

Learning about exporting

Are you a potential exporter? If your company has a product that's competitive in Canada and has the capacity to meet the demands of an export market, it's very possible you are.

But if you want to set out in this new direction – or even if you're already exporting and want to head into a new market – you'll need some solid preparation.

ExportSource

The best place to begin your research is the ExportSource Web portal at exportsource.ca. It's Canada's most comprehensive online source of export information, providing access to the resources of government departments and agencies and of many other partners. Among other things, ExportSource can help you:

- assess your export readiness;
- prepare your export plan;
- find the best sources of export assistance;
- market and finance your exports; and
- take your products and services to market.

Step-by-Step Guide to Exporting

The *Step-by-Step Guide to Exporting* is the one resource you shouldn't be without. It covers the entire process of exporting, from the time you start thinking about it until the time you're paid for delivery of your goods or services. It's available both online and in hard copy, and the first chapter will help you understand how to lay the foundations of an export venture. Go to exportsource.ca/stepbystep or call **1 888 811-1119** to order your free copy.

Interactive Export Tutorial

This online tool will walk you through the entire export process, from assessing your company's export readiness to helping you ensure you get paid for your goods or services. It will help you find the resources you need specific to your province or territory to help you get exporting. Go to exportsource.ca/tutorial.

No export venture is strictly a linear process. You may want to investigate financing possibilities (described in Chapter 5) even while working on your export plan (described in Chapter 2). To reflect this, the *Roadmap* provides cross-references at strategic points to help you navigate.