



The **Export Readiness Diagnostic** is designed to help exporters assess their strengths, weaknesses, objectives and possible strategies as they begin to explore international business development opportunities. It also helps exporters identify priorities as they prepare to export.

Interactive Export Planner

The **Interactive Export Planner** is an online tool that assists exporters in preparing an export plan for a new or growing business. Through a question-and-answer format, it helps users analyze prospective export markets, develop a market-entry strategy, prepare financial projections and develop a detailed export plan.



The **Going Global workshops** are offered in conjunction with the Forum for International Trade Training (FITT). The workshops introduce preparing and potential exporters to the critical basics. They include:

- ▶ Introduction to International Trade
- ▶ Introduction to Market Research
- ▶ Introduction to International Marketing
- ▶ Introduction to International Finance
- ▶ Introduction to International Trade Logistics and Distribution

TCI also offers online guides, available only on exportsource.ca:

- ▶ Successful International Trade Show Marketing
- ▶ Speaking Globally: An Exporter's Guide to Effective Presentations
- ▶ International Project Bids
- ▶ Responding to Unsolicited Orders
- ▶ Planning a Business Trip Abroad