

Assessing your market potential

Now that the groundwork for penetrating a new market has been accomplished, a Trade Commissioner abroad will work with you to assess your potential in the target market. The TCS will help you with:

- *Market intelligence*

This is when detailed planning for entering the new market begins. We have up-to-date market information and can inform you about recent developments in your target market. We will provide information on barriers and regulations associated with entering a specific region and inform you of any upcoming opportunities. We'll give you an inside look at what's going on in your area of business.

- *Advice on improving your market strategy*

Are you taking full advantage of the opportunities in your target markets? Whether you're looking to export, invest abroad or seek technology and R&D partnerships, we can help you make the most of your market strategy.

What the Calgary-based firm needed was an expert assessment of markets suited to its offering. By turning to the TCS for help, Sage Energy was not only put into contact with Trade Commissioners around the world, but it also received in-depth recommendations on opportunities to explore. After zeroing in on a particular market, it took advantage of TCS research on companies that would make ideal business partners.

Thanks to the TCS' guidance, Sage Energy is now actively engaging the Russian, Indonesian and Australian markets.