



TABLE OF CONTENTS



INTRODUCTION	3
1. EVALUATING YOUR EXPORT POTENTIAL	4
2. SELECTING AND RESEARCHING YOUR MARKET	6
3. CHOOSING AN ENTRY STRATEGY	10
4. DETERMINING YOUR PRICE	16
5. ARRANGING YOUR FINANCING	21
6. PROMOTING YOUR PRODUCT OR SERVICE	23
7. GETTING YOUR PRODUCT OR SERVICE TO MARKET	26
8. PREPARING YOUR EXPORT PLAN	32
9. REVIEWING YOUR EXPORT PLAN	36
10. THE TERMINOLOGY OF EXPORTING (GLOSSARY)	38
11. SOURCES OF ASSISTANCE AND INFORMATION	43
ANNEX I CANADA'S TRADE COMMISSIONER SERVICE	60
ANNEX II VISITS AND TRADE FAIRS	62
ANNEX III EXHIBITING OVERSEAS	64