

New Publications Guide Exporters to Success in Global Markets

The Department of Foreign Affairs and International Trade (DFAIT) has revised and reissued two important Team Canada publications for Canadian exporters. As part of the government's Jobs Strategy, these publications are designed to encourage and assist small and medium-sized enterprises to succeed in the international marketplace.

Guide to Export Services

This handy reference guide lists all of the programs and services available to exporters from Team Canada government departments and agencies.

The guide provides contacts for both new and experienced exporters and covers the full range of the export spectrum, from getting started to developing and executing an export strategy.

The *Guide to Export Services* directs Canadian exporters to the most appropriate source of information and assistance. For example, companies that are interested in exporting are directed to one of the 12 Canada Business Service Centres across Canada. These centres bring the services of federal and provincial governments and, in some cases, the private sector together under one roof to help companies prepare to start selling to foreign markets. More experienced exporters are directed to International Trade Centres located across Canada before being referred to DFAIT's Trade Commissioners, posted in over 125 offices around the world.

Both new and active exporters are provided with a wide range of information on export programs and services that cover such areas as financial assistance, training, and export regulations and standards.

The guide also lists different con-

tacts for all regions of the country, including those of the regional agencies: the Atlantic Canada Opportunities Agency, the Federal Office of Regional Development (Quebec), the Federal Economic Development Initiative for Northern Ontario, and Western Economic Diversification.

10 Steps to Export Success

Previously entitled *The Exporter's Guide*, this revised version is designed for Canadian enterprises, whether large or small, that are considering the possibility of exporting or expanding into new markets.

Renamed *10 Steps to Export Success*, this step-by-step approach to exporting gives readers an understanding of the realities of exporting, and provides them with solid, straightforward information on how to assess a company's export capabilities. It also guides companies through the process of planning and executing their first

exporting venture.

The 10 steps cover all of the activities that new exporters should undertake to be fully prepared for the world of exporting. These include evaluating export potential, selecting and researching markets, choosing an entry strategy, determining prices for products and services, arranging financing, promoting products and services and getting them to target markets, preparing and reviewing export plans, and learning the terminology of exporting.

For more experienced exporters, *10 Steps to Export Success* provides direction to sources of valuable information on programs and services that can help them establish or expand their export operations and enter new foreign markets.

Both publications are available online at: <http://www.infoexport.gc.ca> or can be obtained through the DFAIT InfoCentre by calling 1-800-267-8376 or by FaxLink by dialling (613) 944-4500 from a fax machine.

CanadExport

ISSN 0823-3330

Editor-in-Chief: Amir Guindi
Managing Editor: Don Wight
Associate Editor: Louis Kovacs
Design: Boite Noire
Layout: Yen Le

Telephone: (613) 996-2225
Fax: (613) 996-9276

E-mail:
canad.export@extott23.x400.gc.ca
Circulation: 65,000

Extracts from this publication may be reproduced for individual use without permission, provided the source is fully acknowledged. However, reproduction of this publication in whole or in part for purposes of resale or redistribution requires written permission from CanadExport.

CanadExport is published twice monthly, in both English and French, by the Department of Foreign Affairs and International Trade (DFAIT), Communications Strategies and Planning Division (BCF).

CanadExport is available in Canada to interested exporters and business-oriented people. For subscription send your business card. For address changes and cancellations, please send your mailing label. Allow four to six weeks.

Mail to: CanadExport (BCFE), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.