

Roadmap to Exporting

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Roadmap to Exporting is a useful tool to help exporters better understand the wide range of export services that are available from Team Canada Inc and its network of members and partners across Canada and around the world. This second edition builds upon and updates the excellent first edition that was developed by DFAIT's Export Services for Small- and Medium-Sized Enterprises Division last year.

Roadmap will be available in several formats: in a print version with an accompanying multimedia CD-ROM and as an on-line product on ExportSource.

What can the Roadmap to Exporting do for you?

Roadmap to Exporting helps exporters and trade commissioners better understand the available services that can make export ventures more successful. This new tool will offer companies useful assistance by helping them identify which services are available and most appropriate at each stage of their export development.

To further assist exporters' preparation, *Roadmap to Exporting* showcases a number of valuable tools such as Team Canada Inc's new iFAQ (Interactive Frequently Asked Questions), the Interactive Export Planner, and the popular *Step-by-Step Guide to Exporting*.

By accessing the right services at the right time, exporters will be better prepared when they ultimately knock at the trade commissioners' door.

This innovative tool was developed with input from exporters themselves, who agree that *Roadmap to Exporting* is a valuable and useful product. Most of all, they liked that it is "user friendly," providing useful information in a concise and practical format.

Roadmap in print... Roadmap on CD-ROM... Roadmap on-line

Exporters can order *Roadmap to Exporting* by calling **1 888 811-1119** or visiting exportsource.gc.ca. Trade Commissioners can order multiple copies on-line on the Team Canada Inc Electronic Workspace at exportsource.gc.ca/tci (user name: team, password: canada).

Watch for the launch of this exciting new product later this month!

