

## Fine-tuning your export plan

The market research is complete and the entry strategies have been compiled. Your export plan is ready to implement. Or is it? Here are some tips for reviewing and fine-tuning that plan for export success.

● **Ensure your product or service is suitable for the target market.** Market research will help you with this task. It is critical that any modifications, including changes to marketing and promotional materials, training or after sales services strategies be made prior to market entry.

● **Don't make assumptions about the target market.** Current, accurate and verifiable information helps the exporter move forward with confidence. Does your export plan comprise this type of information?

● **Verify pricing strategies to ensure that foreign sales will be profitable.** Exporters must understand

the implications of price reductions or increases if the competitive environment changes. Financial issues, such as payment terms, cash flow, shipping costs and financing must be manageable to support the export venture.

● **Find reliable, professional partners—vital links in the export process.** Practicing due diligence will establish sound business relationships with distributors, sales agents and other strategic partners at home and abroad.

This information is drawn from Team Canada Inc's *A Step-by-Step Guide to Exporting* and is available on-line at <http://exportsource.ca/stepbystep>. For more information on exporting, call the Team Canada Inc Export Information Service at 1 888 811-1119 or go to [www.exportsource.ca](http://www.exportsource.ca). ❖

## Canadian education — continued from page 1

### Getting high profile attention

Little wonder the school is proving so popular, given the official boost it has received. "The Prime Minister of Egypt would like to develop a model for his schools based on the Canadian International School of Egypt," says Lyle MacLennan, Director, CISE.

The door to the Egyptian Prime Minister's office opened readily to CBIE and CISE thanks to embassy contacts, including Canadian Ambassador to Egypt Michel de Salaberry. "They have been there every step of the way," continues MacLennan, "including setting up a meeting with the Minister of Education in Egypt during the planning stages of the school."

Exporting education services is a relatively young industry for Canada. There are opportunities, but knowing which doorbell to ring can be a challenge. "In the education sector, you have to build bridges with the communities you're serving, not only with parents and students. You have to be familiar with the national politics

too if you want to make inroads. CBIE had extensive experience in North Africa and the Middle East. I wouldn't want to be there without them," adds MacLennan.



CISE is the first Canadian school in Egypt and the third in the Middle East region. With Egyptian ownership, CISE hired CBIE as a management partner to supervise all aspects of the school, including liaising with the Ontario Ministry of Education, recruiting staff, purchasing Canadian learning materials and assisting in anticipated additions to the existing facility.

Both MacLennan and Mary Biggs, Executive Vice-President of CBIE, who was involved in the school's deve-

lopment from the outset, insist on the need for extra lead time in planning international initiatives. "You can't have enough time to prepare for a venture like this one," says Biggs. "Having a solid business and implementation plan in place, sound fiscal management and the support of your partners—both private and government—will ensure your success."

The impressive inaugural year at CISE has led to waiting lists for new students. It has also sparked interest in Kuwait, Saudi Arabia and Qatar.

"CBIE is getting regular invitations from the Persian Gulf region to develop school concepts for private and public investors," says Biggs. "Clearly these countries are ready for Canadian education programs and systems, and we are ready to help them access the best Canada has to offer."

For more information, contact Jennifer Humphries, Senior Director, Membership and Educational Programs, CBIE, tel.: (613) 237-4820, ext. 246, fax: (613) 237-1073, e-mail: [jhumphries@cbie.ca](mailto:jhumphries@cbie.ca), Web sites: [www.cbie.ca](http://www.cbie.ca) and [www.destineducation.ca](http://www.destineducation.ca). ❖

## Opportunities in South America

### Security products and services mission

**PERU, COLOMBIA AND VENEZUELA** — May 24-June 1, 2004 — The Department of Foreign Affairs and International Trade (DFAIT), in partnership with Industry Canada, the Ontario Ministry of Economic Development and Trade and the Quebec Ministry of Regional Economic Development, invites Canadian exporters to join a Security Products and Services Mission to explore sales and investment opportunities in the region. There will also be a trade contingent from the Canadian Embassy in Ecuador to meet with Canadian exporters to discuss opportunities in that country.

The programs in each country will provide Canadian companies with an opportunity to present their products and services to a targeted audience of key representatives from industry and government institutions, meet on a one-on-one basis with potential

partners, benefit from networking events and receive expert advice on doing business locally.

All registration forms must be completed and returned with full payment **by March 19, 2004**. To register, contact Barbara Tink, DFAIT, tel.: (613) 995-7529, e-mail: [barbara.tink@dfait-maeci.gc.ca](mailto:barbara.tink@dfait-maeci.gc.ca), or Marie-Josée Gingras, DFAIT, tel.: (613) 994-7062, e-mail: [marie-josee.gingras@dfait-maeci.gc.ca](mailto:marie-josee.gingras@dfait-maeci.gc.ca).

For details on market opportunities in the countries to be visited during the mission, contact Katia Rivadeneyra (Peru), e-mail: [katia.rivadeneyra@dfait-maeci.gc.ca](mailto:katia.rivadeneyra@dfait-maeci.gc.ca), Carlos Rivera (Colombia), e-mail: [carlos.rivera@dfait-maeci.gc.ca](mailto:carlos.rivera@dfait-maeci.gc.ca), Victor Stott (Venezuela), e-mail: [victor.stott@dfait-maeci.gc.ca](mailto:victor.stott@dfait-maeci.gc.ca), or Zoe Mullard (Ecuador), e-mail: [quito-td@dfait-maeci.gc.ca](mailto:quito-td@dfait-maeci.gc.ca). For provincial government representatives, contact

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## International Development Days 2004

**CALGARY** — April 21-23, 2004 — Attend Canadian Manufacturers and Exporters' (CME) **International Development Days 2004** and find out what's new in Canada's international development program and how your firm can benefit from the many opportunities available.

Participate in private one-on-one meetings with senior representatives from the Canadian International Development Agency (CIDA) and international financial institutions (IFIs) to discuss your specific areas of expertise and opportunities. Find out how other Canadian organizations have been successful in winning international development work, and attend informative workshops that will provide you with the most up-to-date information on how to win more work from CIDA, the IFIs and other international aid agencies.

Confirmed speakers include Aileen Carroll, Minister for International Cooperation, Rick Cameron, CIDA Senior Vice-President, and Charles Bassett, Canadian Executive Director to the Inter-American Development Bank.

Participate as a sponsor or exhibitor to enhance your corporate profile and promote your products and services.

For more information, contact Treena Adhikari, tel.: (905) 568-8300, ext. 249, fax: (905) 568-8330, e-mail: [treena.adhikari@cme-mec.ca](mailto:treena.adhikari@cme-mec.ca), Web site: [www.cme-mec.ca/idd](http://www.cme-mec.ca/idd). ❖

## International Gold Symposium

**LIMA, PERU** — May 4-7, 2004 — The **Sixth International Gold Symposium**, organized by Peru's National Society of Mining, Petroleum and Energy, will focus on the abundant gold resources in Peru and other Latin American countries and will promote new investment and business opportunities in the region.

Peru's current gold production accounts for 6.2% of the world's total, and this country now ranks sixth among the world's producers. Upcoming projects, such as Barrick's Alto Chicama, will make Peru the fifth largest producer in the world. Gold is now Peru's principal export.

The symposium will attract more than 1,000 participants. Attendees will include top entrepreneurs, investors, executives and professionals involved in gold mining activities, as well as representatives of well-known suppliers of goods and services. Canada will be represented at the 2004 mining exhibit by a sizable group of exporters whose presence is being organized by the Canadian Association of Mining Equipment and Services for Export (CAMESE).

Canadian exporters of equipment and services for the mining industry can still rent a booth at the Canadian pavilion by contacting Francis Bourqui, CAMESE's Director of International Market Development, tel.: (905) 513-0046, e-mail: [bourqui@camese.org](mailto:bourqui@camese.org).

For more information, contact Oscar Vásquez, Senior Business Development Officer, Canadian Embassy in Lima, tel.: (011-511) 444-4015, fax: (011-511) 444-4347, e-mail: [oscar.vasquez@dfait-maeci.gc.ca](mailto:oscar.vasquez@dfait-maeci.gc.ca). ❖