

With more than 500 trade professionals in 140 cities around the world, the Canadian Trade Commissioner Service has helped thousands of companies succeed at doing business abroad.

What about you?

Are you a Canadian company that is ready to enter the international marketplace for the first time? Or are you an experienced Canadian exporter seeking to crack new markets abroad? In either case, you are entitled to use, and keep on using, any and all of the following six core services offered free of charge at every one of our offices worldwide:

- **Market Prospect**
- **Key Contacts Search**
- **Local Company Information**
- **Visit information**
- **Face-to-face Briefing**
- **Troubleshooting**

When you contact the Trade Commissioner Service, you are tapping into a global network of professionals. You are also initiating an important partnership on which you can continue to rely as you build your business abroad.

What follows is the first in a series of descriptions of the core services of the Trade Commissioner Service — available to you, the Canadian trader. Access our services on-line at www.infoexport.gc.ca

Need help assessing your potential abroad? Ask us for a *Market Prospect*

Only you can choose your markets, but we can help you decide if they're right for you.

If you're ready to take your business abroad, and you have researched and selected your target market, then it's time to get in touch with the Canadian Trade Commissioner Service. Our officers posted in the foreign market you are targeting can help you confirm whether your choice is a good one.

Just ask them for a **Market Prospect** — essentially a brief assessment of your company's potential in a target market abroad.

How will a *Market Prospect* help me?

A **Market Prospect** will help you assess and confirm your market selection and entry strategy. If you're a new exporter, you may need assistance in making a difficult choice between one or two possible target markets. If you're an experienced exporter, you may be investigating possible new markets into which to expand your business. In either case, a **Market Prospect** will give you the benefit of our officers' local knowledge and experience to help you make your final "Go" / "No Go" decision.

When should I ask for a *Market Prospect*?

A **Market Prospect** is usually the first core service that a Canadian company seeks from the Trade Commissioner Service. It will benefit you most at the point where you're fully resolved and prepared to do business abroad, but not yet quite sure whether a market you have identified is right for you.

Before requesting a **Market Prospect** from our officers in a foreign city abroad, you will have already done everything possible at home to prepare your company for the risks and demands of international trade. You will also have identified one or more target markets that seem promising for your company's products or services and have

discussed your plans with export specialists from Team Canada Inc or from the International Trade Centre in your province.

What kind of information can I expect in a *Market Prospect*?

A **Market Prospect** may include the following:

- an assessment of your company's potential in the target market;
- an informed opinion representing our officer's best assessment of the current and future development of the market;
- strategic advice on entering and doing business in the market, including branding;

- an indication of any local barriers to market entry, regulations, or required certifications;
- insight into emerging trends and policy issues;
- notification of upcoming events, such as trade fairs, seminars, or trade missions; and
- suggested next steps to follow in order to build on your success.

To provide a *Market Prospect* for my company, what information does the officer abroad require of me?

To tailor their efforts to your company's needs, our officers abroad need to know about your company and your international marketing plans. When you request

Access our market studies and our network of professionals at

www.infoexport.gc.ca

a **Market Prospect**, they will ask you certain questions that are also typically asked by foreign clients and contacts:

- What is unique or special about your company, product, or service?
- Who are the end users of your product or service? To whom do you sell in Canada and abroad, and how?
- Which countries or regional markets are you targeting and why? What do you know about your target market?

**If you're ready to take your business to the world,
a *Market Prospect* can help you decide where in the world to take it.**

HELPING YOU LEARN FROM EXPERIENCE. OURS.

THE CANADIAN TRADE COMMISSIONER SERVICE

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