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Opening the Door: **Entering Your Target Market**

Developing your marketing strategy

With your export plan in place, it's time to think about the marketing strategy you'll use in your target market. One good resource is Chapter 4 of TCI's *Step-by-Step Guide to Exporting*. Another is *Successful International Trade Show Marketing*, which you'll find at exportsource.ca/tradeshows.

Part of your strategy may involve visiting the target market and potential customers there. The guides *Planning a Business Trip Abroad* (see exportsource.ca/trip) and *Speaking Globally: A Guide to Effective International Presentations* (see exportsource.ca/presentations) will help with your planning.

Obtaining market and sector intelligence and advice

You can get this kind of help from:

- *Step-by-Step Guide to Exporting*, Chapter 3;
- Industry Canada's International Trade Centres (see page 6); and
- the Canadian Trade Commissioner Service (see page 14).

Participating in trade missions

A trade mission is a visit to a target market by a group of business delegates, including representatives from SMEs, large corporations, educational institutions and associations, and is generally led by government officials. Such missions highlight Canadian commercial, educational and cultural links to the destination countries while allowing participants to extend their business networks. They help Canadian businesses gain greater access to new markets, develop long-term trade and investment opportunities, build international networks and promote Canadian values.