

Introduction

About the Step-by-Step Guide to Exporting

The *Step-by-Step Guide to Exporting* comes to you from Team Canada Inc (TCI). We're a network of federal departments and agencies working for the benefit of exporters through our partnerships with provincial, territorial and municipal governments, industry associations, educational institutions and private-sector export service providers. Established to help Canadian businesses prosper in the world market, TCI is your gateway to all these sources of information and assistance.

We've published the *Step-by-Step Guide to Exporting* to help you understand the process of putting your company on the international stage, so it's designed especially for small- and medium-sized Canadian enterprises that are considering their first venture into the export market. Even if you're an experienced exporter, you may find resources here that you've overlooked and that may be very useful to your international operations.

Among other things, this guide will help you:

- assess your company's export readiness;
- build an export plan;
- research and select your target market;
- create an export marketing plan;
- determine the best methods of delivering your product or service to your target market;
- develop a sound financial plan; and
- understand the legal aspects involved in international transactions.

You can also get a companion publication, the *RoadMap to Exporting*, from TCI. It's a compact directory of dozens of resources for exporters and is a key supplement to the *Step-by-Step Guide to Exporting*. (We'll tell you in Chapter 1 how to acquire one.)

Preparing for the world of international trade is a complex undertaking. But with the proper preparation, you'll soon be on your way to world-wide success!

The information provided in the *Step-by-Step Guide to Exporting* is general in nature. To ensure that your particular needs are met, always consult specialists such as the Canadian Trade Commissioner Service or TCI's Export Information Service officers at 1 888 811-1119.