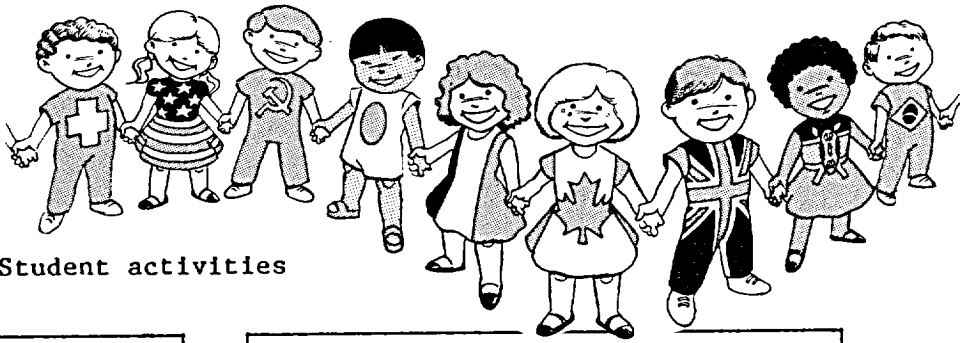
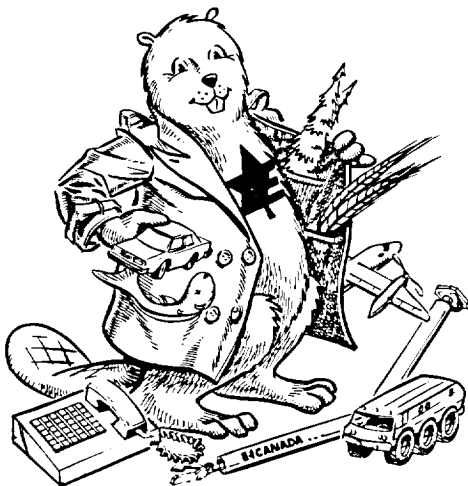




TRADE: WE DEPEND ON IT Student activities

Exporting: Fun and Challenges

- * Paint a poster advertising Canadian products for sale in a foreign country. Use the buyer's language if possible. (GLV)
- * If you want to do business in France, Saudi Arabia or China, how would you prepare yourself and your product or service? What difficulties might you have to overcome and how would you do this? Which country would you choose as your first export market and why? (GLM)
- * Create a video or slides to show one of your community's exports from its source to a foreign destination. (GLV)
- * Plan a meal featuring only foods and drinks that are produced in Canada. How can these foods be sold overseas? (GHLM)



- * Contact a local manufacturer or government office to find examples of products available for export. Choose a country in which you feel one of the products could be sold. Design a marketing campaign using several different media. Ask the manufacturer or government official for her, or his, opinion about your choice of product and market. Ask which of your marketing ideas would be most successful, and why it would work well. (GLMV)
- * Contact resources listed at the back of the book, your school library, your community library, local business associations, chambers of commerce, boards of trade, export clubs, branches of the Canadian Exporters' Association, municipal, provincial and federal government offices. Ask each what help is available to exporters. Make a mural with "Export Helpers" along the top, and "Export Challenges" down the side. For each challenge such as "find the right market" or "modify the product", list, under each "Helper", the assistance available to the exporter. Your mural will be clearer if you rule neat lines vertically and horizontally. If you work neatly, include accurate information, and list the telephone numbers or addresses of the "Helpers" (only if they give permission), your local library or business association might be pleased to display it. (LV)