



HELPING COMPANIES THAT HAVE RESEARCHED AND SELECTED THEIR TARGET MARKETS

The Canadian Trade Commissioner Service works with companies that can demonstrate their commitment to succeed in the global marketplace. Whether you're a small or large company, new or experienced in foreign markets, you need to prepare for the challenges of international business. Trade commissioners can help you.

To maximize your results with trade commissioners, follow these three simple steps:

1. Research and select your target markets

Call Team Canada Inc 1 888 811-1119 or do your research at exportsource.gc.ca

Get in touch with Team Canada Inc to access the Government of Canada's full range of international business development services. An officer can answer your questions about trade missions and events, market reports, export education, and financing, or can direct you to the right contact.

2. Register with WIN Exports — www.infoexport.gc.ca/winexports

Trade commissioners use WIN Exports as their client management database. It's your chance to let them know about your company. By registering with WIN, you will also make sure that trade commissioners can send you timely business leads.

3. Help us serve you better

Make sure you describe your company and your plans when contacting our offices abroad. To help you prepare, here are typical questions 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? Who do you sell to in Canada and abroad, and how?
- Which countries or regional markets (e.g. Northwestern U.S.) are you targeting and why? What do you know about your target market?
- How do you plan to enter the market: export, license, joint venture or investment?
- How would you describe the typical buyer, distributor, agent or partner you want to work with in your target market?
- When do you plan to visit the market? Have you considered adapting your product or service literature to the market at that time?