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Setting Out: Identifying Your Target Market

Exploring market and business opportunities

Identifying the best market for your products or services can be time-consuming, particularly if you're new to international trade. Fortunately, there's a lot of information available to speed up the process.

Market Reports

International Trade Canada produces hundreds of sectoral studies and market reports intended to help Canadian companies identify foreign business opportunities and learn more about their target markets. Access them by country or industry sector at www.infoexport.gc.ca.

Canadian Company Capabilities Database

If you register with Industry Canada's Canadian Company Capabilities database, potential foreign customers will find you more easily. Over 50,000 domestic and international companies browse the database each month looking for Canadian businesses who can provide the goods and services they need. You can also be connected more effectively to export opportunities in both the public and private sectors. Go to strategis.gc.ca/cdncc.

SourceCAN

SourceCAN is a free e-marketplace that uses the Web to connect Canadian businesses and services to both domestic and foreign buyers. Using an international tender/bid matching system, it allows businesses to interact electronically with buyers anywhere on the planet. Register at www.sourcecan.com to use the service.

Opportunity Advice

Let CCC be your guide—and help you navigate your way through the often-complex world of government markets (www.ccc.ca/opportunityadvice). If you've decided to respond to a bid opportunity, we can help you understand the procurement process, obtain bid documents and identify ways to enhance your bid response, all at no cost to you. Free online advice available 24/7 at www.ccc.ca/nextsteps or advice by toll-free phone at 1-866-435-0005.

For all the resources of the *Roadmap* plus much more, from market research and country intelligence to shipping regulations, go to exportsource.ca.

Chapter 3 of the *Step-by-Step Guide to Exporting* covers market types, market research and market profiling. See page 3.