

# HOW TO ENHANCE YOUR EXPORT SUCCESS



## 5 EXPORT TIPS - May 2007

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### 1) Get Export Ready!

Are you ready to Export? Have you done an Export Diagnostic on your company/product/service?  
Do you know what to get ready for?

Use this FREE Export Diagnostic below to see if you are Ready!

Where to learn more: <http://www.exportdiagnostic.ca/>

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### 2) Do you know your Target Market?

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. You can access these FREE of charge, either by country or industry sector.

Where to learn more: [www.infoexport.gc.ca](http://www.infoexport.gc.ca).

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### 3) Do you Export or plan to Export to the European Union?

Do you know if there will be any tariffs added to your products? If so, your product may be selling at a high price in the EU. If you know beforehand, you can alert your customer and plan the selling price together. On the website below, you can check any products in any country within the European Union!

Where to learn more: [http://ec.europa.eu/taxation\\_customs/dds/cgi-bin/tarchap?Lang=EN](http://ec.europa.eu/taxation_customs/dds/cgi-bin/tarchap?Lang=EN)

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### 4) Do you know how to do research on cultural issues?

**Executive Planet™** provides valuable tips on business etiquette, customs and protocol for doing business worldwide. The guides are co-authored by experts in international business etiquette, who are available to answer your questions on the discussion board.

Where to learn more: [http://www.executiveplanet.com/index.php?title=Main\\_Page](http://www.executiveplanet.com/index.php?title=Main_Page)

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### 5) Have you ever thought about selling to the US Government? Read on.....

Whether you are a supplier of goods or services, whether you're just thinking about new markets, you may think about doing business with the world's largest customer: the U.S. Federal Government. This giant buyer spends more than US\$500 billion annually on goods and services of nearly every kind. You might be ready to go after U.S. government contracts.

Where to learn more: [http://geo.international.gc.ca/can-am/sell2/menu-en.asp?lang\\_update=1](http://geo.international.gc.ca/can-am/sell2/menu-en.asp?lang_update=1)

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