

# don't miss the opportunities

## ASK YOURSELF...

The market is changing, where do we go now?  
Where is our future customer?  
What is our competition doing?

## TECHNOLOGY HAS MADE BUSINESS GLOBAL

Regardless of your company's location or size, there are great opportunities for you.

## POTENTIAL FOR INCREASED SALES

More than 99% of the world's consumers live outside of Canada. If you're only selling domestically, you're reaching only a small share of your potential customers.

## INCREASED EFFICIENCY

Utilize excess production capacity.

## DIVERSIFIED MARKETS REDUCE RISK

Trading in a number of markets can reduce exposure to economic downturns in any one market and buffer against seasonal demand.

## ENHANCED DOMESTIC COMPETITIVENESS

International competition will help you become more innovative.



## Contact Your Advisor:

East Gwillimbury · Georgina · King · Newmarket ·  
Whitchurch-Stouffville · Vaughan

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## Website

[www.yorkeconomicinsights.ca/export-development](http://www.yorkeconomicinsights.ca/export-development)

## York Region Export Development Program The Regional Municipality of York

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*reaching beyond  
our borders*



## HELPING YOU DEVELOP:

### YOUR PRODUCT OR SERVICE

Research & development  
Price, promotion & positioning  
Market testing  
Competitive analysis

### YOUR EXPORT PLAN

Marketing  
Financial & sales  
Environmental  
Personnel  
Distribution and transportation

### PARTNERSHIPS

Obtaining financial assistance  
Reducing financial risk  
Government training programs  
Canadian Trade Commissioners

### INTERNATIONAL BUSINESS

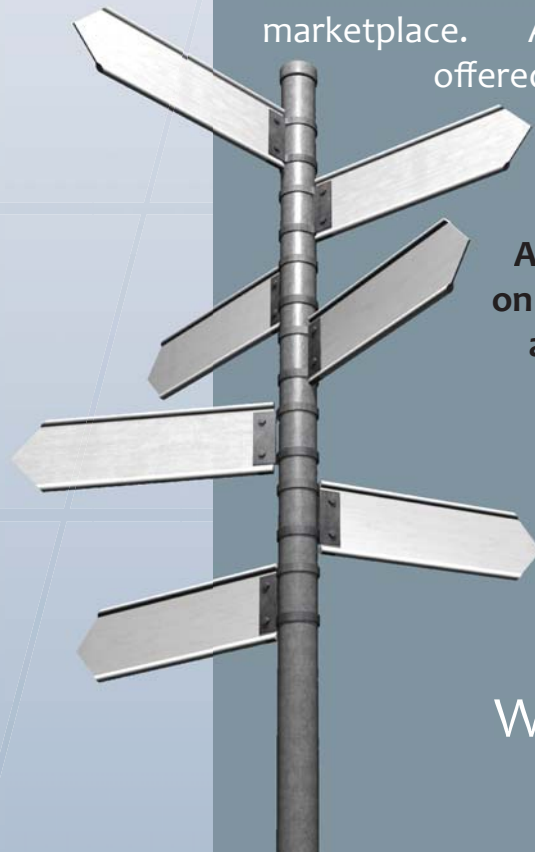
Labelling & marketing standards  
Packaging & shipping  
International business policies  
Sales



The York Region Export Development Program familiarizes local companies with the programs and information needed to succeed in the global marketplace. All of the services offered under this program are FREE.

**Our Export Advisors will lead you on the path to discover all you need to know about exporting.**

**YOUR BUSINESS MEANS THE WORLD TO US!**



## PROVIDING ACCESS TO:

### EDUCATION AND INFORMATION

Learn about the many benefits of exporting, as well as the policies and step-by-step processes by participating in one-on-one consultations, or professional seminars.

### ASSESSMENT OF EXPORT READINESS

Determine whether you are ready for exporting. We will help you outline critical human, financial and distribution issues.

### RESEARCH AND MARKET INTELLIGENCE

Find out who your buyers are. Learn about the buying patterns and payment practices in different global markets.

### CONTACTS AND NETWORKS

Receive contact information for the Canadian Trade Commissioners as well as relevant business and trade associations.

### ADVICE ON GROWING YOUR BUSINESS

Identify and discover new markets. We will help you build strategic alliances and joint ventures.