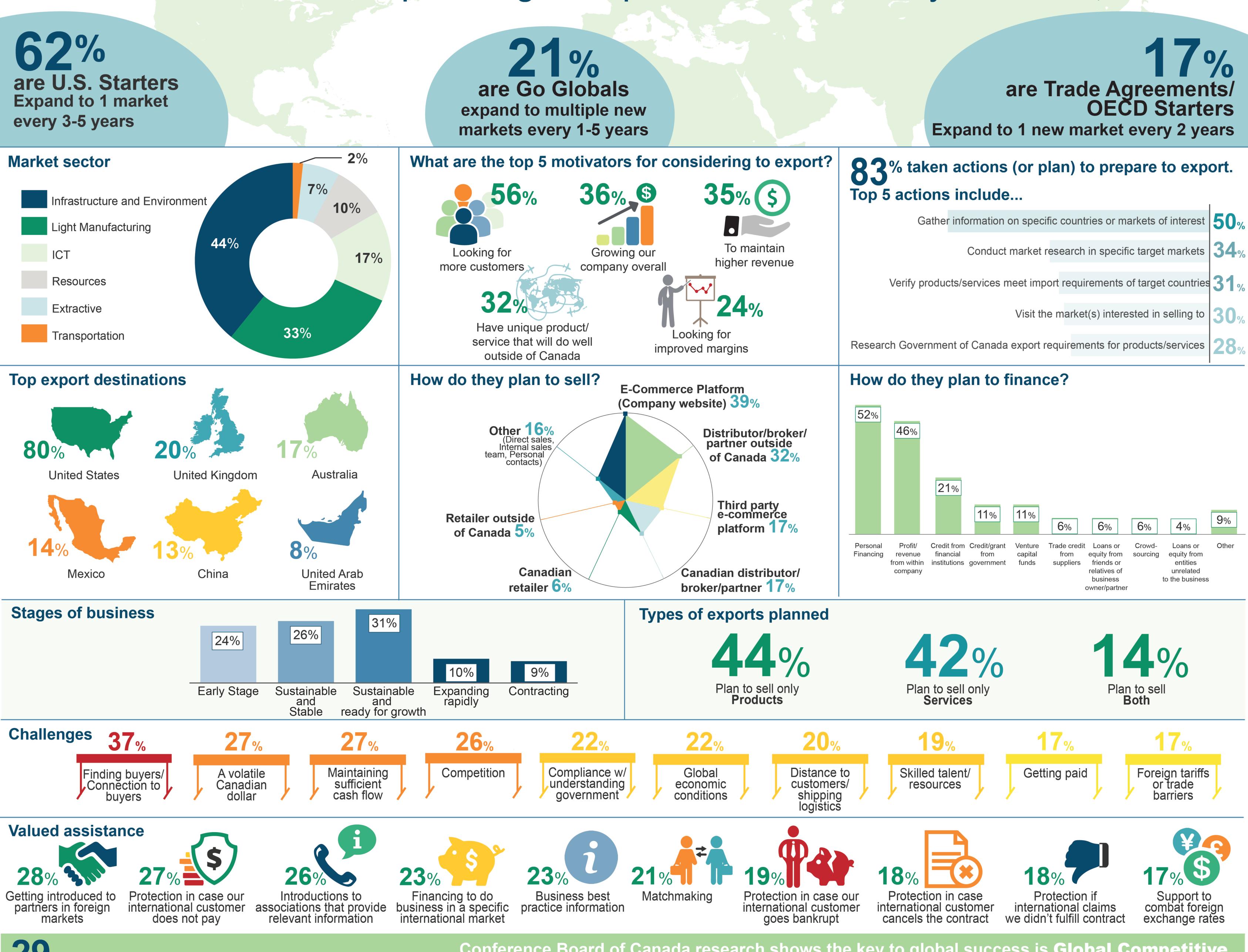
PLANNING TO EXPORT RESEARCH

560,000 Canadian Commercial Businesses (who could potentially export)... 3.5% are planning to export in the next 1-2 years = 20,000



29 Mean GCA Index Score (out of 100) Defining attributes of GCA (overall mean)

32 31 28

21

Conference Board of Canada research shows the key to global success is Global Competitive Advantage (GCA). The GCA is defined as a company's ability to create more for its international customers through differentiation. Using the research EDC created the Global Competitive Advantage Index; an indicator of how successful a company could be internationally. The overall score is made up of 4 key attributes; *International networks, Innovative capabilities, Skilled* executives, and Foreign market knowledge. Understanding how companies score on the

	Foreign Market International Innovation Knowledge Networks Capabil			ograms to help Canadian businesses ow and Succeed internationally
Foreign market knowledge		International networks	Innovative capabilities	Skilled executives
43 %	We customize our products or services to each client or market	55 _% We focus on customer satisfaction	Our products or services are unique as compared to what's available in the market	Our executives/company owners or partners are willing ot take on an appropriate amount of risk to grow out business
40%	We have a deep understanding of our our industry market in Canada	We build relationships with key players in our industry within Canada	34% We innovate by offering new or improved products or services	
33%	We have a deep understanding of our competitors in Canada	We proactively seek new opportunities for our products or services	29 _% We invest in research and development	Our executives/company owners or partners are committed to growth outside of Canada
28%	We have a deep undersanding of our industry	We leverage the fact that our company is a Canadian company	25 _% We innovate by using new technology	
40	in our markets of interest outside of Canada	25% We build relationships with key players in our industry outside of Canada	21 % We offer low cost products or services	7% Our executives/company owners or partner have been successful selling outside of Canada in the past
18%	We have a deep understanding of our competitors outside of Canada	5 _% We leverage our strong financials to attract clients	20% We innovate by creating or improving efficient internal processes	

1. Audet, Kristelle. Selling to the World: The Keys to International Business Success. Ottawa: The Conference Board of Canada, 2015.

The Planning to Export Audience survey was completed by 126 companies planning to export in the next 2 years between December 31 2015. This survey is not necessarily representative of all Canadian companies but provides insight into the thinking of a group of export-oriented organizations.