Canadian Trade Enclave

Description: Whether you live in Canada or Cambodia, China or Chile, you have something in common with other entrepreneurs from around the world:
You speak the international language of business.

So do we.

Which is why CANADIAN TRADE ENCLAVE is required reading for today's new breed of entrepreneur. “Born global” companies face a different challenge than their domestically-focused counterparts; they need real-time market intelligence and insider knowledge of business conditions and regulations in order to make informed, competitive decisions.

Through our partnerships with trade missions and our international network of business journalists, we're first to report on the market niches and emerging trends; opportunities that have the power to catapult your business from local to global in the blink of an eye.

Trade Enclave e-zine

Trade Enclave is a community of global entrepreneurs; an online portal to international partnerships, information and trade conditions. At its heart, it's a monthly e-zine jam-packed with the latest intelligence reports, as filed by our correspondents from around the globe. Not only that, CANADIAN TRADE ENCLAVE will provide you with a forum to communicate and exchange information and ideas regarding your products and services with other entrepreneurs from around the globe.

Once you hear the word entrepreneur, you will probably develop an image of someone doing business in your city, state or province, or country. Rarely is an entrepreneur ready to do business around the world from Day One. But due to ease of communication, growing economies building vast assets of educated work force, and in general, the changes taking place due to an increasingly Globalized economy along with the need to sustain the environment, researchers have found that a growing number of people with particular talents and ambitions are looking to sell their products world wide.

These new breed of entrepreneurs are “Born Global.”

Where in the past hopeful entrepreneurs would build their new venture in a domestic market before expanding globally, these same entrepreneurs have the opportunity and challenge of participating in a highly internationalized market from the moment they are founded.

Also, these “born global” entrepreneurs and firms face a very different challenge than their more traditional, domestically focused counterparts. An example of this kind of entrepreneur will be like this-Turkey is one huge producer of leather goods and accessories and it is extremely difficult for a start up entrepreneur to sell a single piece of leather wallet in their local or national market. One Turkish entrepreneur started to work on a deceptively simple idea. He moved to Milan, had the world class designers design beautiful leather accessories for him and had the manufacturing done in his home country where he got the best leather at the cheapest price and also cheap labor. Now he is selling his products in Europe and former Soviet Republic worth millions of dollars yearly. The reason he was able to do that was, he spoke Italian language, commuted back and forth to his home land without much hassle and communicated with his clients all over his target market with ease. We would like to cite another example. The out bound investment agency of Britain has established their physical presence in major Indian cities, where new graduates in Biotechnology, IT, and other fields of science are coming out, and instead of going to work for some other company, they are being enabled by the British agency to establish their own enterprises and they are being connected with British companies and venture capitals.

If they still want to work, they are working in companies located in France, Germany, England, USA, Canada, Australia, UAE, other trade centers and mini industrial states. There knowledge, versatility, and adaptability to the challenges posed by a globalized economy, is being utilized by companies around the world which are increasingly looking for emerging niche markets because of the new challenges. Sound steps regarding sustenance of environment and dealing with the effects of climate change opens a whole new world of
opportunities for entrepreneurs.

The industry sectors we are covering:

- Agriculture
- Biotechnology
- Pharmaceuticals
- Medical and surgical supplies
- Solar technology
- Information technology, Computers, and games
- GPS, Satellite systems.
- Environmental products
- Disaster Relief and Emergency Preparedness products and services.

Benefits:

- Make the best use of a globalized economy.
- Be a Born Global Entrepreneur
- Know where to by, where to manufacture and how to sell to the largest segments
- Know where a sudden market will emerge due to the effects of climate change and what products and services will be needed.
- Help the communities by equipping them with knowledge and technology
- Live local Trade global
- Explore the global niche markets
- Explore the niches in culturally sensitive markets
- Explore the niches where gender biases exist
- Know the exact market size with up to date data and numbers
- Get the market intelligence.
- Know the regulations regarding entering a new market or operating from a certain territory.
- Know how to produce value added products at the lowest cost by building upon your links and creating your own value chain system

Contents:

- Managing Disasters
- Genetically Modified Foods Becoming Reality
- Vietnam - Thriving Market for Canadian Pharmaceuticals
- World’s First Supply Chain Security Initiative
- Profitable Ways of Supplying Data Management Services to Small Businesses
- Russian Beauty Industry a Booming Success
- BlackLine Takes GPS Technology to its Limits
- Environment Sector Still Strong

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