

EXPORT ASSISTANCE NEEDS OF SERVICE FIRMS

Dorothy I. Riddle, Ph.D., CMC
Service-Growth Consultants Inc.
riddle@servicegrowth.com

Because services are marketed differently than goods and service firms face different competitive challenges at home and abroad than do goods firms, service firms need different types of assistance for export development:

Goods Firms Need:	Service Firms Need:
Intros to agents, distributors, marketers	Info on trade & service industry associations
Info on trade shows	Opportunities to make conference presentations
Places to display sample products	Ways to demonstrate capabilities
Sales/distribution facilities	Local office space (mini office)
Advice on colours, packaging	Advice on cultural differences
Ways to advertise products	Press coverage of the firm's accomplishments
Local production/distribution partners	Local service firms as partners for co-production
Info on customs clearance & tariffs	Info on temporary business travel