



International Trade Assistance Center

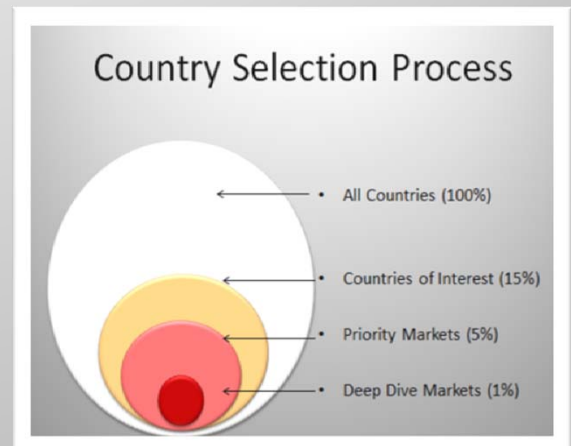
Worldwide Market **Prioritization** Research

There are over 254 countries and territories in the world. **Do you know where to start?**

Our innovative market research methodology combines quantitative analysis and creative problem-solving to answer this basic question.

Our research examines world markets and reduces the list to a select few – saving you time and energy.

Most studies can be completed in just 30 days and are offered as a discounted service from the Ohio ITAC at CSU.



Priority	Country	Weighted Score
Deep Dive	Poland	63
	Romania	57
High Priority	Russia	50
	China	49
	Norway	46
	Malaysia	45
	Thailand	43



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Worldwide Market **Prioritization** Research

- Go from *opportunist* to *proactive* exporter
- Discover previously unknown countries that will bring the quickest and easiest sales **first**



I gave the report presentation to our sales staff and the owner of the company. Everyone was very impressed with how thorough the report was.

– Elaine M. Westlake, OH



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Development
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