

Lesson 9 - Canadian Business Success

In this lesson we will learn about those Canadian businesses that have experienced success in international business. We will also examine businesses that have not been successful and analyze the reasons for failure.

Canadian Success Stories

Foreign Affairs and International Trade Canada, through its programs and services, is committed to helping Canadian companies succeed internationally. Their website, [Foreign Affairs and International Trade Canada](http://www.international.gc.ca/international/index.aspx?lang=eng) (<http://www.international.gc.ca/international/index.aspx?lang=eng>) - Success Stories highlights successful collaborations between Foreign Affairs and International Trade Canada and Canadian companies.

Visit the [Foreign Affairs and International Trade Canada](http://www.international.gc.ca/international/index.aspx?lang=eng) - Success Stories site and read at least two of the featured success stories.

Assignment - Canadian Success Stories

See Handout:

Create a report detailing what type of assistance the Foreign Affairs and International Trade Canada can provide a business that wants to expand into a foreign market and why this assistance would be beneficial to an expanding business. The audience for your report is businesses that want to expand into foreign markets.

Lesson 10 - Currency Exchange

In this lesson, we will learn to convert a variety of international currencies to Canadian dollars and analyze the impact of currency rates on international business.



Currency Exchange (1 of 2)

The value of a country's currency plays an important role in international business. For example, a Canadian business selling in a foreign market will have to figure out how to price its products using the currency accepted in that country.

Currency values change frequently and need to be monitored.

Currency Exchange (2 of 2)

The Canadian and U.S. dollars and the Euro are considered hard currency, which means that they are widely accepted on the foreign exchange market and can be easily converted to currency by most banking institutions.

Soft currencies are currencies from countries, such as Russia and the Ukraine, that fluctuate in value and are not considered stable. Currency is rated from AAA, which is the highest rating for a hard currency, to D, which indicates a soft currency that is difficult to exchange.

