The Dream International Trade Tool
- Low capital investment
- Small can be big
- Updates immediate
- Translation costs less
- Reliability
- Transaction audits
- Information flow controlled

Trade Expansion with the Internet
- Market research
  - Ciber.bus.msu.edu
  - www.export.gov
  - www.euromoney.co.uk
  - Strategis.ic.gc.ca
  - www.kompass.com
- Expanding representation
- Customer and market
  support
- Advertising
- Trade leads
- Logistics
Special Considerations

- Develop an Internet Plan
- Integrate internet into company activities
- Utilizing an internet provider
- Role of a webmaster
- Current information on site

Challenges of websites

- Lower speed connections and older software
- User statistics
  - Number of hits
  - Where hits generated
- Site registration
  - Allows view of global interest
- Site security
  - Dongles (passwords or other security schemes)
- Language
  - Offer non-English options

Potential Downsides

- Dangerous substitute for travel
- Internet is not TRULY GLOBAL
- Imposters
- Open to misuse