

## EDC Opens Doors to Export Markets

Many young entrepreneurs are interested in exporting from the moment they launch their business. They see Canada as their base and the world as their marketplace. While exporting can bring big rewards to your business, it also carries very real credit risks. The number-one worry — what if you don't get paid?

With more than 90% of its customers being small and medium-sized enterprises, EXPORT DEVELOPMENT CANADA (EDC) has helped countless brand-new and smaller exporters grow globally. At EDC, our trade finance and insurance services can help you cut the risks and close your foreign deals — whether your goods or services are going across the border or to higher-risk emerging markets.

"Our small business team at EDC can help you find new ways to reduce your risks and get more working capital when you are exporting," says Linda Graupner, Director of EDC's Emerging Exporters Team. "You can then focus your energy on developing and selling more products and services to markets outside Canada, and not on worrying about whether your foreign buyer will pay."

For starters, here are our top five trade finance tips for newer exporters...

### 1. "Get paid for your hard work"

You have insurance to protect your other valuable assets, so it makes sense to protect your sales earnings too. With EDC's accounts receivable insurance, you are covered for 90% of the loss if your buyer doesn't pay. You could also get more working capital from your bank, which will often lend against EDC-insured contracts.

### Get Export ABCs with E-Learning

If you are just considering exporting, there are on-line tools to help you:

1. Take advantage of e-courses for small business, such as:
  - A Primer on International Trade
  - Introduction to Going Global
  - Cash Flow Management
  - Financing your Business

Log onto [www.edc.ca/elearning](http://www.edc.ca/elearning) for a 90-day free trial offer.

2. Check your level of export readiness with EDC's free diagnostic tool, EXPORT Able? Look for the EXPORT Able? questionnaire at [www.edc.ca/eservices](http://www.edc.ca/eservices).

### 2. "Offer better terms to your buyer"

There isn't a buyer in the world who doesn't want better repayment terms, but how often can you afford to offer them? By using EDC's insurance services, you can offer your buyers what they want — more time to pay.

### 3. "Get more from your bank"

One of the biggest obstacles that smaller exporters face is raising enough working capital to fund pre-shipment costs on new export contracts. EDC, in cooperation with Canadian banks, has developed a risk-sharing guarantee that covers most of a bank loan for these pre-shipment costs. EDC also works with financial institutions to help smaller exporters access other working capital solutions.

### 4. "Turn credit to cash"

In addition to making you more competitive, EDC can help turn your credit sale into a cash sale. If you sell

capital goods and related services, EDC can also offer direct loans to your international buyers. EDC assumes the repayment risk — not you.

### 5. "Go on-line for immediate answers"

Two Web-based services make it quick and easy for exporters to check out potential buyers and get insurance for a particular sale. With EDC's international database of more than 70 million companies, EXPORT Check allows customers to find out whether a buyer is insurable for the amount of a sale. EXPORT Protect delivers immediate quotes for EDC coverage, if the buyer is insurable. Visit [www.edc.ca/eservices](http://www.edc.ca/eservices).

EDC provides trade finance and risk management services to Canadian exporters and investors in up to 200 markets. Founded in 1944, EDC is a Crown corporation that operates as a commercial financial institution. To reach EDC, call 1-800-850-9626 or visit [www.edc.ca](http://www.edc.ca).



## Where you can make business connections...

### YouthBiz

Evan Carmichael is 23 years old. But don't let his youth fool you. Carmichael is already co-owner and Chief Operating Officer of global software solutions company Redasoft, active in 30 countries; founder of Toronto-based entrepreneur consulting firm Evan Carmichael & Associates; and co-founder and coordinator of YOUTHBIZ ([www.youthbiz.biz](http://www.youthbiz.biz)), an on-line community that helps young entrepreneurs connect with other young entrepreneurs around the world.

Created in February 2003, YouthBiz is an initiative of TAKINGITGLOBAL (TIG) ([www.takingitglobal.org](http://www.takingitglobal.org)) — an international on-line organization that brings together young people

in 220 countries to collaborate on projects addressing global problems and create positive changes.

The YouthBiz on-line community now has 1,500 members around the world, including 500 in Canada. "YouthBiz allows young entrepreneurs to post a profile of their business and to connect with other young entrepreneurs who have complementary businesses around the world, and hopefully meet and develop partnerships and share best interests," explains Carmichael.

Members can also post problems, such as how to penetrate a certain market, and others can suggest solutions.

In the Toronto area, TIG YouthBiz, in conjunction with Evan Carmichael & Associates, also puts on free seminars on entrepreneurship, on such topics as accessing the Trade Commissioner Service, word-of-mouth marketing, and profiles of successful entrepreneurs. Business experts are invited as guest lecturers to share their knowledge and experience.

*I was delighted to discover the YouthBiz network. It has allowed me to meet others with goals and motivations similar to mine and made me feel I'm not alone on my business journey.*

**NEAL DEFLORIO, MANAGING PARTNER, GLOBAL TRENDS,  
AND YOUTHBIZ'S 1,000TH MEMBER**

### Future Leaders of Greater Toronto

Another enterprising Greater Toronto entrepreneur is 35-year-old Sanjiv Khullar, founder and president of FUTURE LEADERS OF GREATER TORONTO ([www.futureleaders.ca](http://www.futureleaders.ca)). With almost 10 years of international trade, financial, and information technology (IT) experience, Khullar for the past five years has been a business development consultant in IT consulting firm Centralix Solutions. In July 2003, he founded Future Leaders of Greater Toronto, a growing organization of young professionals that is dedicated to the development of the next generation of business, government and community leaders.

Future Leaders' multifaceted projects include providing young entrepreneurs with the tools and resources to start and expand their businesses. "We're working with various youth and young professional service organizations to help connect their services with entrepreneurs looking to build their business," explains Khullar.

Recent Future Leader events have included keynote speakers such as the Honourable Perrin Beatty, President and CEO, Canadian Manufacturers & Exporters, addressing Canada's role in the international marketplace. The organization has

gained potential affiliation status with Junior Chamber International (JCI), a worldwide federation of young leaders and entrepreneurs. Says Khullar: "Via the JCI, we intend to be the link for young professionals to a worldwide business network."

### CAREER CIRCUIT

Are you looking for resources to help you grow your business on an international scale? You can find many tools on CAREER CIRCUIT, an innovative initiative developed to support over 6,000 youth service agencies and their clients. Visit Career Circuit at [www.thecircuit.org](http://www.thecircuit.org) to find background information on just about any aspect of career building, including topics such as entrepreneurship, government training programs, financing options, and international trade. For specific resources, click on the VRC button and enter a keyword of interest to you. A complementary section called VECTOR (Video Exploration of Careers, Transitions, Opportunities and Realities) offers video profiles of more than 150 occupations, including entrepreneurs running their own businesses. Career Circuit is a collaborative project of the Canadian Career Development Foundation (CCDF) and the CANADIAN FOUNDATION FOR ECONOMIC EDUCATION (CFEE), an organization that works to promote and assist the enhanced economic capability of Canadians. Check out other CFEE resources that assist entrepreneurs in understanding the world of economics and international trade at [www.cfee.org](http://www.cfee.org).