Opening the Door: Entering Your Target Market

Dealing with logistics, customs, laws and regulations

These are vast and complex subjects. The following resources will give you a basic understanding of the issues and provide help in dealing with them.

- Customs quide The Canada Border Services Agency's Exporting Goods from Canada: A Handy Customs Guide for Exporters is available at exportsource.ca/guides.
- Logistics guides International Trade Canada offers two publications about stowage and packing for international shipments. Safe Stowage: A Guide for Exporters and Export Packaging: A Guide for Exporters are available at www.infoexport.qc.ca/shipping/menu-e.htm. And don't forget your old friend, Step-by-Step Guide to Exporting - Chapters 5, 6 and 8 have information about legal and shipping matters.
- **ExportSource** ExportSource offers a whole warehouse of information on logistics, customs, laws and regulations. Take a look at the valuable resources at exportsource.ca.
- Incoterms 2000 Incoterms are the 13 basic terms used in international sales contracts. Since not knowing them can make your life difficult, you should learn more about them at www.iccwbo.org/index_incoterms.asp or in the glossary of the Step-by-Step Guide to Exporting (see page 3).
- Export Alert Register for this Standards Council of Canada service at www.scc.ca/online/export_e.html to be notified of proposed regulatory changes in the international market. The Standards Council also operates an Information and Research Service to assist exporters in obtaining information on standards, technical regulations and conformity assessment requirements in foreign markets. This service can be reached at info@scc.ca or online at www.scc.ca/infocentre/info_res_e.html.
- Intellectual Property Toolkit The IP Toolkit helps direct you through useful information about Intellectual Property (IP). It contains information, instructional modules, links and highlighted glossary terms that answer most IP questions asked by businesses and entrepreneurs. Find it at www.cipo.gc.ca.

If you have not already filed an Export Declaration form with Statistics Canada, now is the time to do so. See CAED on page 7.

CCC has a contract negotiation service that can help you sort out the legalities of a deal. See page 15.