

2. Collection documents

Probably the most important collection document is the *commercial invoice*, which describes the goods in detail and lists the amount owing by the foreign buyer. This form is also used for customs records and must include:

- the date of issue;
- the names and addresses of the buyer and seller;
- the contract or invoice number;
- a description of the goods and the unit price;
- the total weight and number of packages;
- shipping marks and numbers; and
- the terms of delivery and payment.

Other collection documents include:

- certificates of origin;
- certificates of inspection, used to ensure that goods are free from defect, and
- import and export licences as required (for example, a NAFTA certificate of origin).

You can check exportsource.ca for resources on documents and other shipping needs.

Delivering services: How it's different

The challenges of delivering services to a foreign market are just as complex as those of delivering products. They're different challenges, though, and often depend on factors in your target market such as the:

- extent and reliability of telecommunications links;
- existence of a reliable infrastructure of computers, faxes and modems;
- frequency and convenience of air links between Canada and the market;
- technological sophistication, receptivity and flexibility of customers;
- potential support through official channels, government departments and international development agencies; and
- ability to satisfy legal regulations governing work permits or professional certification.

You'll most likely be delivering your services by one of the following methods, or a combination of them:

- **Provider visits client** – this is the method most commonly seen as an export activity. You will probably need to meet the client repeatedly, often at the site.
- **Client visits provider** – the classic example is tourism. Every year, thousands of Canadians earn good income by meeting the needs of foreign visitors.
- **Establishment in the market** – large firms are most likely to use this method, but it's an important possibility if you want to become a major player in a market. Legal and accounting firms and major banks are examples of businesses that establish their presence abroad.
- **Electronic delivery** – electronic delivery has expanded dramatically with the availability of modern communications technology such as the Internet. An obvious example is the increasing global importance of e-business.

You can get more information about the exporting of services by visiting "Export Your Services" at exportsource.ca/worldview.