

Smaller Exporters Get Improved EDC Risk Protection

The Export Development Corporation (EDC) is improving its risk protection for new exporters by eliminating a claims deductible (that was automatic for companies new to exporting) from its small business credit insurance.

The move alleviates one of the biggest risks — not getting paid — a small business faces in exporting.

With an EDC export credit insurance policy, exporters are insured up to 90 per cent of the value of their exports if the foreign buyer doesn't pay.

In addition to risk protection, many exporters use EDC-insured export receivables as collateral to access working capital from their banks.

The move also is seen as a way to encourage banks to provide additional financing to their smaller customers that are getting into exporting.

"Whether selling to the United States or overseas, new exporters had been telling us that a deductible of between \$5,000 and \$15,000 often got in the way of financing from their banks," said

EDC President and CEO Paul Labbé.

EDC is a self-funding Crown Corporation that helps Canadian exporters compete and succeed in foreign markets by providing insurance, financing and guarantees. Its Emerging Exporters Team delivers specialized services to smaller exporters (companies with annual export sales under \$1 million).

Exporters seeking EDC export credit solutions may call 1-800-850-9626.

Reminder

Americas Business Forum/Free Trade Summit

As reported in the February 5, 1996, issue of *CanadExport*, the Colombian government is hosting the Americas Business Forum, March 18-20, 1996, in Cartagena. The Forum, which is being held in conjunction with the second Trade Minister's Summit on hemispheric free trade, also in Cartagena, is designed to incorporate the private sector's views and concerns into the free trade negotiation process.

It provides a prime opportu-

nity for Canadian private-sector participants to act on specific opportunities resulting from the conference contacts and working group discussions and follow up and initiate recommendations to the Canadian government to ensure that the Canadian private sector is poised to benefit from the FTAA process and resulting business environment.

Four committees, dealing with trade strategies, opportunities for the private sector,

globalization of production processes, and human sustainable development, will provide the environment for a meaningful exchange of ideas and strategies.

A complete information brochure is available from the Canadian Council for the Americas, Toronto, Tel.: (416) 367-4313; Fax: (416) 367-5460.

Information also is available from David Clendenning, DFAIT, Ottawa, Tel.: (613) 996-5548; Fax: (613) 944-0479.

Team Approach Takes the Cake — *Continued from page 4*

current trends, meeting the requirements of diet-conscious consumers. Seafood, as was confirmed at ANUGA '95, is a growing delicatessen-style market (e.g. in soufflés, bread spreads and salads), with good and sometimes excellent prospects.

In the innovative dairy products sector, sales of fresh dairy products and cheeses are climbing steadily. Fresh vegetables can expect a modest growth and there is an increasing demand for fresh wild mushrooms.

Contact

For further information on ANUGA, contact Lorraine Reardon, DFAIT, Northern Europe Division, Trade Fairs and Missions, 125 Sussex Drive, Ottawa K1A 0G2, Tel.: (613) 996-2147; Fax: (613) 995-6319.