



## GETTING YOUR PRODUCT OR SERVICE TO MARKET



*The next step in the export process is to get your product or service from here to there. To sell their goods in Canada firms have to comply with a variety of regulations. The same is true in other markets — and invariably the regulations are not the same. This may mean that your goods will have to meet certain safety and quality standards, health and environmental regulations, and packaging requirements. For service exporters, it could also mean acquiring professional accreditation. And whether you are selling goods or services, it could mean modifications to accommodate cultural differences.*

The international movement of goods requires a number of documents for shipping, transportation, tracking, Customs clearance, delivery and receipt. Whatever documents your venture needs, the standards for their completion are high and, for many transactions, payment depends on the delivery of a complete and accurate set of documents. In other words, you'll not only need to sell your product but to deliver it to your customers at the right time, place and price.

Understanding your target market's business practices can give you an advantage over your competition. You will need to learn about your

market's preferred way of doing business. This can be achieved by investigating local market structures and buying systems.

Understanding what is involved in getting your product into a foreign market is important. Most exporters rely on the services of an experienced freight forwarder when shipping outside Canada — especially for overseas shipments. Still, you should be aware of the basic steps in transporting exported goods.

### TRANSPORTATION OPTIONS

The following four options are available for getting your goods to foreign customers. Often, a particular export shipment will involve more than a single mode of transportation.

**Truck** — Trucking is popular for shipments within North America. Even if shipping goods overseas, trucking is often used to deliver the product to its final destination. The quality of available trucking services declines, however, once you go beyond the industrialized countries.

**Rail** — This is another common option, especially when shipping to the United States. Rail is also widely used when shipping to seaports for transport abroad and from seaports to a final destination.