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ROAD MAP TO EXPORTING AND EXPORT FINANCING



Dept. of External Affairs
Min. des Affaires extérieures

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CONTACTS FOR EXPORT SUCCESS

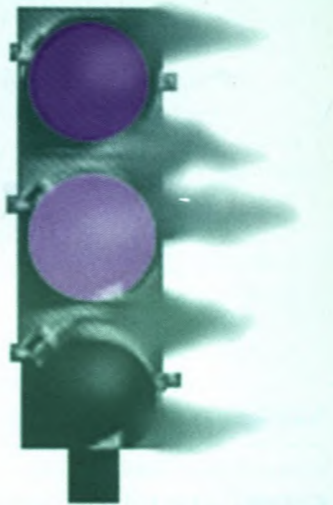
A business getting ready to export is often challenged by a host of considerations and details that are quite different from those relating to domestic operations. The Road Map to Exporting and Export Financing provides a pointer system to the contacts that can help with export related questions.

The Road Map was developed in partnership between the Government of Canada and financial institutions, and is the first such joint venture. While information sources referenced in the Road Map are generally limited to those of the public sector and financial institutions, there are many other industry associations and commercial organizations that can provide assistance to exporters.

The contacts in the Road Map can help you along the way as you plan for exporting, find foreign buyers, manage your export risks and finance your export activities. Moreover, these contacts can be of the greatest benefit once you have determined how exporting fits into your overall business strategy.

You're in the driver's seat!

I WANT TO EXPORT



I think my product/service has good export potential, but I really don't know where to begin. I'd also like to assess if I am ready to export. Is there training or educational material available to help me get started?

- Department of Foreign Affairs and International Trade (DFAIT) InfoCentre
- Canada Business Service Centres across the country
- Provincial trade contacts as referred by Canada Business Service Centres
- Federal Business Development Bank
- Forum for International Trade Training (FITT Inc.)
- Canadian Exporters' Association

Where can I find a glossary of trade and export related terms?

- DFAIT InfoCentre
- Publications may also be available from your financial institution

HOW DO I FIND

FOREIGN BUYERS?

Where can I obtain information to identify possible export markets and to help with my market research?

Who can help me assess the sales potential of my product/service on the basis of its applications, strengths, users, competitors and price?

Who can help me determine if there are barriers to introducing my product/service in my target market?

Who can tell me what I need to know about the cultural, political and economic aspects of my target market?

Who can help me decide if I should promote my product/service through trade fairs and foreign missions?

Who can help me find out how to sell my product/service in my target market?

Who can help me find out how to tailor my product/service for the target markets I have selected?

Who can give me advice on selling terms for a market such as terms of payment and currencies?

Who can I contact for practical advice and assistance in preparing bids and negotiating better contract terms?

Who can help me find experts on international trade logistics such as transportation, shipping, insurance and documentation?

Who can help me find a foreign partner, agent or distributor to work with me in my target market?

Who can help me find legal and accounting services in my target market?

HOW DO I

PLAN FOR EXPORTING?

HOW DO I

FINANCE MY EXPORTS

AND MANAGE THE RISKS?

Where can I obtain credit information on my foreign buyer?

Who can help me find the additional working capital I may need for my company to expand into export markets?

Who can help me if my buyer needs financing?

Who can insure me against commercial and political risks of non-payment?

Who can help me reduce my foreign currency exposure?

Who can help me finance my foreign receivables?

Who can provide assistance when I have to issue a bond or a performance guarantee?

- DFAIT InfoCentre, Canada Business Service Centres across the country and the Federal Business Development Bank

- Canadian Trade Commissioners abroad as referred by International Trade Centres across Canada

- International Trade Centres across Canada

- DFAIT InfoCentre and International Trade Centres across Canada

- Canadian Trade Commissioners abroad as referred by International Trade Centres across Canada

- DFAIT InfoCentre and International Trade Centres across Canada

- International Trade Centres across Canada

- Your financial institution and the Export Development Corporation

- the Canadian Commercial Corporation

- International Trade Centres across Canada

- Canadian Trade Commissioners abroad as referred by International Trade Centres across Canada, and your financial institution

- Your financial institution and Canadian Trade Commissioners abroad as referred by International Trade Centres across Canada

- Your financial institution

- Your financial institution and the Federal Business Development Bank

- Your financial institution and the Export Development Corporation

- the Export Development Corporation

- Your financial institution

- Your financial institution and the Federal Business Development Bank with Export Development Corporation insurance

- Your financial institution and the Export Development Corporation



COMMON PITFALLS I SHOULD AVOID

- Treating international sales like domestic sales
- Underestimating the time and resources required to close an international deal
- Quoting your price in the wrong currency
- Omitting duties and taxes, and other key costs such as transportation and insurance, from your export pricing
- Failing to consult with your financial institution and the Export Development Corporation before commencing your commercial negotiations

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