

Delivering the Goods: Identifying Shippers and Shipping

“Time spent preparing before shipping your goods overseas means having your product arrive on time and at the right cost. Choosing the right shipping method is vital to your export success.”

- Exporter

Rules, rules, rules

Trade and customs regulations abound in Canada and there are just as many abroad. Invariably, it seems that foreign rules are different from Canadian ones. You'll have to make sure you obey the target country's regulations, for example about safety standards and packaging. If you're a service exporter, this may also mean acquiring professional accreditation.

Export declarations

For details on the mandatory reporting of exports, go to the Canada Border Services Agency (CBSA) Web site www.cbsa.gc.ca and use the Forms and Publications Search to find Publication RC4116, *Exporting Goods from Canada*.

Speaking of forms, one you'll probably have to deal with is the CBSA B13A Export Declaration. This form, along with the appropriate permits and licenses, must be prepared by exporters prior to exporting to all non-U.S. destinations.

Export permits

Do you need an export permit? You do if the destination country is on the *Area Control List* (a list of countries to which any export, except humanitarian items, requires an export permit) or when the goods are on the *Export Control List* (a list of goods and technologies that require export permits to be exported from Canada, pursuant to the *Export and Import Permits Act*).

There are two types of permits: a *General Export Permit* and an *Individual Export Permit*. For information about export and import controls and permits, refer to www.international.gc.ca/eicb.

TIP

You can also submit the B13A electronically using the Canadian Automated Export Declaration (CAED) software. The Web page at www.statcan.ca/english/exports will get you started.

PITFALL

Eyes too big –
the exporter tries to enter too many different markets too quickly.