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Guide on How to Export to the United States

Virtually everything a Canadian business person needs to know to successfully export "south of the border" can be found in *Canadian Exporter's Guide to the U.S. Market*.

And if the answers being sought are not found in the guide, readers — through lists of numerous and diverse contacts — will be directed to the appropriate source.

Export experience being the best teacher, the guide begins with the case history of two Canadian companies, pinpointing the obstacles — and ultimate success — they faced in penetrating the U.S. market.

While these case studies provide valuable insights into doing business in the U.S. and are used throughout to illustrate or highlight specific points, it is the straightforward, common sense, realistic — and abundant — information that makes the guide such a valuable tool.

The suggested step-by-step approach "to quickly generate sales in the United States" is detailed, with ample examples and elaboration, under such headings as:

- Gathering Information That Pays (What to Look For/How to Get It);
- Making Calculated Decisions (The Right Product/Select a Specific Market Segment/Find a Suitable Distribution Channel/ Determine the Export Price);
- Committing Resources to the Export Program; and
- Paying Attention to Details (Intellectual Property/Standards, Labelling and Packaging/Ship-ment and Customs Procedures/ Payment/ After-Sale Service).

In addition to a comprehensive section on Where To Find Assistance, the guide also summarizes various programs available to Canadian exporters to the U.S.

These include New Exporters to Border States (NEBS), New Exporters to U.S. South (NEXUS), participation in trade shows, and export programs and services provided by Chambers of Commerce, provincial and other trade associations.

Particularly enlightening, are the number of informative nuggets to be gleaned from the guide. Among them:

- U.S. markets are not replicas of

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Canadian ones. They are usually larger, more segmented and have distinctive characteristics that call for custom-tailored strategies.

- The most useful information for small businesses that want to export to the United States is usually gathered directly from people who have first-hand knowledge of the market and the industry.
- A little homework goes a long way.

- In the United States you need a precise target and a marketing plan.
- Gather as much information as you can on your competitors.
- Successful first-time exporters typically concentrate on a particular group of customers, a geographical market or a specialized application for which they face virtually no competition.
- Poor distribution accounts for a large share of failures in exporting to the United States.
- Never sign an agreement with the first firm that you meet.
- A Canadian product will be accepted more quickly in the United States if the price is quoted in U.S. dollars and if it includes the cost of shipping to a U.S. destination, the customs duties and the brokerage fees.
- It is crucial that doing business with a Canadian firm be just as easy as with a U.S. firm.

Such snippets are numerous and most are elaborated upon. But it's probably best to see for yourself. Copies of *Canadian Exporter's Guide to the U.S. Market* are available through Info Export, toll-free tel.: 1-800-267-8376 (Ottawa area: 993-6435). Fax: (613) 996-9709.

The guide was prepared by the Canadian Chamber of Commerce (assisted by Raymond Chabot International Inc., Montreal) with the assistance of External Affairs and International Trade Canada and Industry, Science and Technology Canada.

Canadians See Their Country as Being Internationally Competitive

Compared to other developed countries, Canada is better able to sell goods and services internationally.

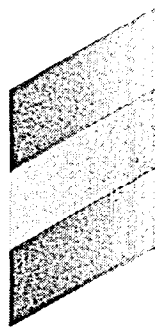
Canada has become more competitive in world markets over the last three years and will become even more so over the next three

years. Canada still should strive to become more competitive in world markets.

These are some of the Canadian attitudes and perceptions on international trade issues — spe-

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