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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.

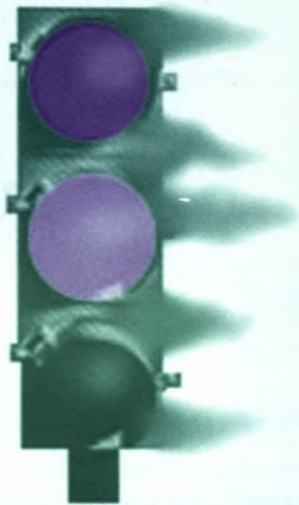
The Road Map was developed in partnership between the Government of Canada and financial institutions, and is the first such joint venture. While information sources referenced in the Road Map are generally limited to those of the public sector and financial institutions, there are many other industry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

Ce document est également publié en français.

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



Financial Institutions

ABN-AMRO Bank Canada
416-367-0850

Banca Nazionale del Lavoro of Canada
905-850-2425

Bank of America Canada
416-363-5400

Bank of Montreal
416-867-7129

Banque Nationale de Paris (Canada)
514-285-6000

Barclays Bank of Canada
416-359-8029

CIBC
CIBC Trade Finance
1-800-268-6331

Citibank Canada
416-947-5500

Hongkong Bank of Canada
416-868-8000

Le Mouvement des Caisses Desjardins
1-800-508-2874

National Bank of Canada
1-800-369-1350

National Westminster Bank of Canada
416-865-0170

Royal Bank of Canada
1-800-387-5911

Scotiabank Chartered Bank of Canada
416-593-8521

Trustco Bank of Nova Scotia
416-593-8521
"the bank's local trade services unit"

Toronto Dominion Bank
International Help Line
1-800-561-7111

You may wish to contact other banks/financial institutions not listed above regarding their export financing services

Department of Foreign Affairs and International Trade (DFAIT)

The Department of Foreign Affairs and International Trade (DFAIT) is the leading federal department responsible for Canada's international trade and export development. The InfoCentre is the Department's information, reference and consultation service for Canadian exporters and companies interested in international markets. Information officers can advise you on the full range of DFAIT's publications, programs and services. They can also direct you to appropriate sources in other federal departments and agencies. Canadian Trade Commissioners, located in the commercial divisions of our embassies abroad, are officers of DFAIT.

InfoCentre (Ottawa)
Department of Foreign Affairs and International Trade
1-800-267-8376
Tel: (613) 944-4000
Fax: (613) 996-9709
FaxLink: (613) 944-4500

International Trade Centres (ITCs)

International Trade Centres (ITCs) located across the country help new and experienced Canadian exporters take advantage of export markets. ITC officers perform a wide range of trade-related services, and provide market information and intelligence, one-on-one export counselling, and a link with Canadian Trade Commissioners abroad.

Vancouver (British Columbia and Yukon)
Tel: (604) 666-0434
Fax: (604) 666-8330

Edmonton (Alberta and Northwest Territories)
Tel: (403) 495-2944
Fax: (403) 495-4507

Calgary (Alberta)
Tel: (403) 292-6660
Fax: (403) 292-4578

Saskatoon (Saskatchewan)
Tel: (306) 975-5315
Fax: (306) 975-5334

Winnipeg (Manitoba)
Tel: (204) 983-6531
Fax: (204) 983-2187

Toronto (Ontario)
Tel: (416) 973-5053
Fax: (416) 973-8161

Montréal (Quebec)
1-800-322-4636
Tel: (514) 496-4636
Fax: (514) 283-8794

Moncton (New Brunswick)
Tel: (506) 851-6452
Fax: (506) 851-6429

Halifax (Nova Scotia)
Tel: (902) 426-7540
Fax: (902) 426-2624

Charlottetown (Prince Edward Island)
Tel: (902) 566-7400
Fax: (902) 566-7450

St. John's (Newfoundland)
Tel: (709) 772-5511
Fax: (709) 772-2373

Canada Business Service Centres (CBSCs)

A network of Canada Business Service Centres (CBSCs) has been established across the country to provide new and existing businesses with a single point of contact for queries about federal or provincial government programs and services. By providing information on a wide array of business needs, CBSCs act as a resource for companies by either directly responding to their questions or by identifying where to go in the public and private sectors for answers.

Canada/British Columbia Business Service Centre (Vancouver)
1-800-667-2272
Tel: (604) 775-5525
Fax: (604) 775-5520
FaxBack: (604) 775-5515

Canada Business Service Centre (Edmonton)
1-800-563-9926
Tel: (403) 495-6800
Fax: (403) 495-7725

Canada/Saskatchewan Business Service Centre (Saskatoon)
1-800-667-4374
Tel: (306) 956-2323
Fax: (306) 975-2328
FaxBack: (306) 956-2310
FaxBack: 1-800-667-9433

Canada Business Service Centre (Winnipeg)
1-800-665-2019
Tel: (204) 984-2272
Fax: (204) 983-2197
FaxBack: (204) 984-5527
FaxBack: 1-800-665-9386

Canada/Ontario Business Service Centre (Toronto)
1-800-567-2345
Tel: (416) 954-4636
Fax: (416) 954-8597
FaxBack: (416) 954-8555
(Scheduled for opening in Fall, 1994)

Info Entrepreneurs (Montréal)
1-800-322-4636
Tel: (514) 496-4636
Fax: (514) 496-5934
Info-Fax: (514) 496-4010
Info-Fax: 1-800-322-4010

Canada/New Brunswick Business Service Centre (Fredericton)
1-800-668-1010
Tel: (506) 444-6140
Fax: (506) 444-6172
FaxBack: (506) 444-6169

Canada/Prince Edward Island Business Service Centre (Charlottetown)
1-800-668-1010
Tel: (902) 368-0771
Fax: (902) 566-7098
FaxBack: (902) 566-7098
FaxBack: 1-800-401-3201

Canada/Nova Scotia Business Service Centre (Halifax)
1-800-668-1010
Tel: (902) 426-8604
Fax: (902) 426-6530
FaxBack: (902) 426-3201
FaxBack: 1-800-401-3201

Canada Business Service Centre (St. John's)
1-800-668-1010
Tel: (709) 772-6022
Fax: (709) 772-6090
FaxBack: (709) 772-6030

Export Development Corporation (EDC)

The Export Development Corporation (EDC) is a financial services corporation. EDC provides risk management services including insurance, financing and guarantees to support exporters and their global customers. EDC's programs fall into four major categories: export credits insurance, performance-related guarantees and insurance, foreign investment insurance, and export financing for foreign buyers of Canadian goods and services.

Vancouver (British Columbia and Yukon Regional Office)
Tel: (604) 666-6234
Fax: (604) 666-7550

Calgary (Alberta and Northwest Territories District Office)
Tel: (403) 292-6898
Fax: (403) 292-6902

Winnipeg (Manitoba and Saskatchewan District Office)
Tel: (204) 983-5114
Fax: (204) 983-2187

Toronto (Ontario Regional Office)
Tel: (416) 973-6211
Fax: (416) 862-1267

London (District Office)
Tel: (519) 645-5828
Fax: (519) 645-5580

Ottawa (District Office)
Tel: (613) 598-2992
Fax: (613) 598-3098

Montréal (Quebec Regional Office)
Tel: (514) 283-3013
Fax: (514) 878-9891

Halifax (Atlantic Regional Office)
Tel: (902) 429-0426
Fax: (902) 423-0881

Federal Business Development Bank (FBDB)

As a Crown Corporation, the Federal Business Development Bank (FBDB) promotes the creation and development of small and medium sized enterprises through specialized financing for commercially-viable businesses. FBDB can provide term loans, venture loans and venture capital, as well as a wide range of planning, counselling, and training services to assist in exporting.

Vancouver (British Columbia and Yukon Regional Office)
Tel: (604) 666-7800
Fax: (604) 666-5872

Winnipeg (Prairie and Northern Regional Office)
Tel: (204) 983-7811
Fax: (204) 983-8522

Toronto (Ontario Regional Office)
Tel: (416) 973-1144
Fax: (416) 973-0032

Montréal (Quebec Regional Office)
Tel: (514) 283-3657
Fax: (514) 283-5626

Halifax (Atlantic Regional Office)
Tel: (902) 426-7860
Fax: (902) 426-9033

Canadian Commercial Corporation (CCC)

The Canadian Commercial Corporation (CCC) offers exporters a wide range of services designed to help them conclude sales, particularly to foreign governments and international agencies. CCC's participation assures contract performance to a foreign customer, enhancing the Canadian exporter's chances of securing a contract on advantageous terms.

Ottawa Office
Tel: (613) 996-0034
Fax: (613) 995-2121

Forum for International Trade Training (FITT Inc.)

The Forum for International Trade Training (FITT Inc.) provides training using a series of integrated courses designed for business, especially small and medium-sized firms. FITT's partners include key Canadian businesses and trade organizations with national and international trade expertise. FITT programs are particularly focused on assisting exporters and traders assess their export readiness, develop international business plans, and formulate financing and marketing plans.

Ottawa Office
1-800-561-FITT (3488)
Tel: (613) 230-3553
Fax: (613) 230-6808

Canadian Exporters' Association (CEA)

The Canadian Exporters' Association (CEA) serves its members and the Canadian export community by providing export information, advice, support and education. The CEA also provides opportunities for networking at CEA conventions, seminars and workshops, and advocates on behalf of the export community.

Ottawa Office
Tel: (613) 238-8888
Fax: (613) 563-9218

