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# *So You Want To Export?*

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*Making the initial decision*

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*An External Affairs  
Trade Publication*

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Dept. of External Affairs  
Min. des Affaires extérieures

OCT 20 1988

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# *So You Want To Export?*

## *Making the initial decision*



Cognos representatives (left, left centre and far right): Donnie Moore, Chief Financial Officer, VP Finance/Administration; Michael U. Potter, Chairman and CEO; and Malena Abel, Secretary to Chairman, meet with Monica Siig (right centre) from the Department of External Affairs, to discuss export markets. Cognos Incorporated, a 1986 Canada Export Award winner, is an example of the thousands of Canadian exporters that are selling their goods and services around the world.

43-249.931

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*International trade has become a matter of the highest importance to our country. The world economy is changing on a daily basis. New products are being developed. New markets are opening. Canadian exporters, known for their high-quality products and services, competitive prices, and imaginative marketing, have proven they can do more than hold their own against all challenges.*

*... The Honourable John C. Crosbie, Minister for International Trade*

*Exports are the key to economic survival and growth for individual companies as they are for Canada as a nation. There will be greatly reduced barriers to trade as a result of our new trade agreements with the United States and the GATT negotiations which are well underway; if you are competitive at home you can be competitive in export markets. Canada's business is exporting; it should be yours.*

*... Frank Petrie, President, Canadian Exporters' Association*

*Good products and services and vigorous salesmanship are cornerstones of successful exporting. Combine these with knowledge of foreign cultures, languages and business practices, and then you will have the winning edge.*

*... Thomas d'Aquino, President and Chief Executive Officer, Business Council on National Issues*

Does your firm have competitively priced, high-quality products or services? Could you expand production if you could find additional markets? Do you feel you've reached your full market potential in Canada? Maybe you've even had a nibble from a buyer south of the border or abroad?

Now you're wondering if exporting is the answer.

This booklet will help you decide whether or not your company is ready to seriously consider exporting. Written for business people, with information from a number of export organizations, *So You Want To Export?* gives you an overview of what is involved in exporting. It also provides you with a list of important contacts.

## Exporting - good for business

Many Canadian companies have found that exporting plays a key role in their growth and prosperity. For successful Canadian exporters foreign market sales keep production lines humming and employment and profits growing.

## Exporters - large, medium, small

Exporting is an option available to companies of all sizes. What is required is a serious corporate commitment, thorough research, careful planning and a determined sales approach. Successful exporters say it takes the same hard work as is required for any business endeavour.

The larger companies, it is true, usually have greater internal resources to research and develop new export markets. But small and medium-sized firms also have access to various forms of assistance and you will find out about them in this booklet.

## Making the decision

By picking up this booklet, you've shown a definite interest in exporting. But is it right for you at this time? The following checklist will help you decide:

- Does your company have a solid domestic sales base? Do you have the capacity to produce more?

- Do you have the time to develop export markets? Are you looking at exporting as a long-term commitment?
- Do you have the cash flow to cover longer collection periods if necessary?
- Do you have the time to study foreign markets to learn about such things as tariffs and how cultural differences affect your marketing approach?

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*People always laugh at the fool things you try to do until they discover you are making money out of them.*

*Bob Edwards, Publisher of the Calgary Eye Opener from 1902 to 1922*

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This booklet won't hand you ready-made export markets or strategies. What it will do is provide you with solid, no-nonsense information on how to:

- Identify your best products and services for export
- Go about finding the most promising markets
- Make use of the many available export programs and services
- Get in touch with the most knowledgeable and experienced sources of export information

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*We see exciting growth opportunities for us worldwide. Competing in the international marketplace is a great motivator at all levels in our company.*

*V.L. Young, Chief Executive Officer, Fishery Products International Limited, St. John's, Newfoundland, a 1987 Canada Export Award Winner*

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*So You Want To Export?* also gives you some tips on communicating with and within other countries and scheduling trips.

After you read this booklet, you may also want to check out what is available in your community. Your local university or community college can recommend suitable books and other materials. They may also offer courses on exporting through their continuing education departments. Another way to find out more about exporting is to attend a workshop or seminar put on by the export organizations which exist in most Canadian cities. Potential exporters also can get in touch with the export organizations listed in this booklet. Many of them offer guidance to first-time exporters.

## How to begin

*So You Want To Export?* examines a number of the vital factors to be considered prior to any venture into new markets. It takes you through each step in your decision-making process, from analyzing your product or service to dealing with a trade commissioner.

It's also a resource book, providing a list of federal and provincial government departments and agencies, trade and business associations, and other organizations that offer information and assistance to exporters.

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*Exporting to markets beyond North America has provided the opportunity for our company to grow and our business to stabilize.*

*T.E. McGowan, President and Chief Executive Officer, C-E Canada Power Systems, Ottawa, Ontario, a 1987 Canada Export Award Winner*

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## Importing goods into Canada

While the Department of External Affairs does not actively promote imports into Canada, it is responsible for issuing import licences for some items in the fields of textiles and clothing, agriculture and footwear.

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*A flat domestic  
market meant exports  
were the only way to  
grow. We've tripled  
our sales in  
nine years.*

*J.L. Leblanc, Vice-President,  
Marketing, Lab-Volt Limited,  
Montreal, Quebec, a  
1987 Canada Export Award  
Winner*

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Information on items which are subject to import controls can be obtained by contacting the Special Trade Relations Bureau (ESD), Department of External Affairs, Lester B. Pearson Building, 125 Sussex Drive, Ottawa, Ontario, K1A 0G2, Clothing/Textiles:(613) 996-5361; Other: 996-0640.

In order to determine the types of items to import, contact should be made with the embassies and consulates of foreign countries represented in Canada as they are responsible for promoting their country's products here. You could also contact the Canadian Importers Association, 60 Harbour Street, Toronto, Ontario, M5J 1B7, Tel: (416) 862-0002.

*It's been said that if you make a better mousetrap, the world will beat a path to your door. Many Canadian products and services have been viewed as "better mousetraps" here at home as well as beyond our border.*

*Canadian's have given the world pabulum, the paint roller, insulin, the telephone, instant potato flakes, the cardiac pacemaker and, of course, the game Trivial Pursuit.*

As a business person, you know there are two essentials to the sales process - something to sell and someone to buy it.

## Something to sell

Assess your potential as an exporter by realistically examining your products or services in a global framework. Begin by asking the following questions:

- Who already uses your product or service? Is it in broad general use or is it limited to a particular group because of socio-economic factors? Is it particularly popular with a certain age group?
- What modifications are required for it to appeal to customers in a foreign market?
- Is its use influenced or affected by climatic or geographic factors? If so, what are they?

- What is its shelf life? Will it be affected by time in transit?
- Does your product or service involve operating costs? If so, what complementary equipment or services must the customer buy?
- Does it require professional assembly or other technical skills?
- What special packaging or literature is required? These costs must be added to the unit cost to determine whether or not you can export at a competitive price.
- What are the technical or regulatory requirements? They may differ from country to country.

*Success in export markets takes a total commitment to understanding their product requirements and their cultural differences.*

*A.G. Bykhovsky,  
President, Noranda Forest Sales, Inc., Toronto, Ontario, a  
1987 Canada Export Award Winner*

- What after-sales service is needed? Is it locally available or is it up to you to provide it? If you need to pro-

vide it, do you have the resources?

- How easily can the product be shipped? Would shipping costs make competitive pricing a problem?
- Will you be able to serve both your domestic customers and your new foreign clients?
- If domestic demand increases, can you still handle the requirements of your export customers?

It may take time to find the information you need to answer some of these questions. Local sources can help, including public or post-secondary school libraries, export organizations, government departments and other exporters. With their assistance, you will have a clearer picture of your company's export potential.

## Somewhere to sell it

Once you've chosen what to export, you'll want to think about possible export markets.

It certainly won't take you long to come up with a list of countries. Chances are you will choose a mix—those you're most familiar with because of their linguistic and cultural similarities to Canada as well as those with a proven record for buying Canadian products.

When you begin exporting, it's best not to spread yourself too thin. Look at your list to select the most promising. Then pick out the candidate markets that combine



the greatest potential for profitable export sales and the least for problems and costs.

Once you've done your research with local sources, you will be prepared to determine which market is your top prospect, which is the next best, and so on.

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*The increased shift to a global economy demands that more Canadian companies look for new ways to do business, such as selling or licensing technology to other countries.*

*W.P. O'Neill,  
President, The Radiochemical  
Company, Kanata, Ontario, a  
1987 Canada Export Award  
Winner*

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Exporting, like any new business endeavour, involves careful and thorough market research. The information gathered is assembled in a market profile that contains all the facts and data needed to prepare a company for export opportunities and possible problems.

A well-developed market profile can be an exporter's most valuable tool. Among other things, it tells you who your potential customers are, what kinds of products or services they need and use, and how conditions in their country may influence their buying decisions.

Gathering the masses of detailed information required for a comprehensive market profile is a big job. However, some of the export organizations listed in this booklet can help you supplement and update your preliminary findings.

Research on your top countries should include the following:

- Statistics on trade with Canada and other countries
- Business practices and customs
- Transportation and communication networks: their quality and reliability
- Economic situation
- Political environment
- Credit standing

This information should be assembled under six key headings of your market profile: General background; Market accessibility (i.e., can your product or service be sold there?); Sales potential; Regulations affecting sales; Terms

of payment and currencies; and Distribution within the country.

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*Japan: A Guide for Canadian Exporters is one of the many booklets that provide information to help you do business in a specific country. They're available from the Department of External Affairs trade information centre, Info Export. You can call Info Export toll free 1-800-267-8376. Ottawa callers can dial 993-6435.*

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### General background

This section of your market profile includes:

- The size of the country and the potential market
- Its climate and terrain
- Its distance from Canada
- The size and distribution of its population
- Statistics on average income
- The country's plans for development and the likelihood of those plans enhancing or diminishing acceptance of your products or services, affecting the purchasing power of your customers, or influencing the attractiveness of your products or services

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*In the booklet Argentina - A Guide for Canadian Exporters, you will find the following information for your general background section: Argentina's continental area totals approximately 2 800 000 km<sup>2</sup>; Argentina's climate varies from the subtropical to the subantarctic; and the estimated population in 1985 was 30.7 million.*

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### Market Accessibility

How easy or difficult will it be for you to introduce your product or service to a particular market? It will depend on:

- Whether or not there are any restrictions on imports through taxes, import duties or quotas. What are the country's policies and attitudes towards imports from Canada?
- The actual access situation, specifically for your products or services. Is it in the process of improving or deteriorating?
- Existing currency controls. Is the currency convertible? Are there bilateral trade agreements favouring the goods and services of other countries?

### Sales potential

The level of demand and long-term potential sales will be based on:

- The competition your company faces from present and future domestic supply
- The price differential between your goods and theirs
- Emerging trends by volume, value and country of origin

- The general market's acceptance of, or resistance to, new products or services
- The need to win customer acceptance by adapting your Canadian product to accommodate local preferences in size, quality, colour, packaging or sales methods

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***A new high quality product, backed by strong customer service, now accounts for one-third of our total sales. Exports made it possible.***

*D.L. McInnes,  
President and Chief Executive  
Officer, Saskatoon  
Chemicals Ltd., Saskatoon,  
Saskatchewan, a 1987 Canada  
Export Award Winner*

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## Regulations

Each country has its own regulations concerning such areas as measurement systems, health, safety and technical standards, and packaging, marking and labelling requirements.

## Terms of payment and currencies

Your market profile will include the country's customary terms of payment as well as the currencies it uses.

It is recommended that sales to new customers be conducted on a confirmed, irrevocable, letter-of-credit basis. Further details are available from any major Canadian bank.

Exporters should use the International Chamber of Commerce (INCO) trade terms (CIF, FOB, etc.) when preparing quotations. Full information is available in the publications *INCOTERMS* (publication #350, \$16.00) and *Guide to INCOTERMS* (publication #354, \$25.00). To obtain copies of these publications, contact the International Business Council of Canada, 1080 Beaver Hall Hill, Suite 1730, Montreal, Quebec, H2Z 1T2. Tel: (514) 866-4334.

## Distribution

How are importers in the target country organized and how do they prefer to operate? What are their customary mark-up or commission rates?

You will need to learn a lot about their preferred way of doing business because being able to adapt to local business practices can sometimes work to your benefit over a not-so-knowledgeable competitor.

The local market structures and buying systems will help suggest how you should go about distributing your product. Will a single agent be sufficient or should you have a number of sales representatives?

Appointing the right agent or agents is important. Ask questions such as: Are they already calling on you to get customers? Are they familiar with your industry? What representation do they already carry? Get it right the first time because many countries have laws which make it costly if you want to make changes later. Try to protect yourself as much as possible by, for example, entering into a one-year trial agency agreement.

Should you carry local inventory? What should be the size and frequency of shipments? You will want information on the adequacy and cost of international transportation and of inland transportation from the port of entry as well as the likelihood of negotiating commodity rates for recurring shipments. Freight forwarders can help if you don't have the knowledge.

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*When you're dealing with agents, watch for complementary products and avoid competing lines.*

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You've studied your products or services and determined which are the best export candidates. You've identified the foreign markets that are top prospects. You've worked on your market profile.

In other words, you've done your homework. Now it's time to do your fieldwork.

## Trade fairs

Perhaps there's no better place for a novice exporter to start than at an international trade fair in your product sector. A few days spent at a trade fair will give you a good look at and a real feel for the products/services and prices you will be competing with as well as the style and sophistication of your competitors' sales and promotion methods.

An international trade fair is a meeting place for the world's buyers and sellers and for the agents and distributors who bring the two together. It's a very efficient and effective way of testing the waters in a new environment. And you may even make an on-the-spot sale or two. At the very least, a visit to a trade fair should provide you with a list of contacts you probably couldn't assemble in several individual prospecting trips.

Assistance in selecting, planning for and funding your attendance at an international trade fair is available from a number of federal and provincial trade development agencies.

## A foreign visit

Your fieldwork also involves a visit to the candidate country to confirm, first-hand, the accuracy of your market profile. Your visit helps you to revise or update this important document.

When you're on the spot, you can also find answers to these questions:

- Is there a real need or desire for your product or service?
- Are there importers who are eager and able to accept your business?
- Is the economic, social, cultural and political environment what you thought it was?
- Is there competition you hadn't foreseen and can you meet it?
- Must you adjust your product/service or marketing strategy to win needed customer support? If so, will the cost of these changes still provide an acceptable return on your investment?
- Are there any problems to be overcome or opportunities to be seized?

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*Success depends on how well you cultivate your target market. Showing the product abroad is the secret of our success.*

*B.V. Knelson,  
President, Knelson  
International Sales, Inc.,  
Langley, B.C., a 1987 Canada  
Export Award Winner*

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For first-time exporters, making that corporate decision to export is a big one.

The closer you come to making that decision, the more nervous you become. That's normal. After all, you're leaving the comfortable, familiar environment of your domestic market to tackle an unfamiliar foreign market. You're competing against entrenched competitors for customers who don't know your company or your products or services. It certainly can be a lonely feeling.

But, in reality, you're not alone. Canadians are among the world's leading international traders. Literally thousands of Canadian companies have broadened their horizons and successfully incorporated profitable international sales into their domestic operations. Each of these companies has developed strategies and techniques for selling abroad, and most of them are willing to share their experiences with first-time exporters in areas where they are not in direct competition.

You can also link up to a network of Canadian industry and trade and professional associations. In addition, you can count on assistance from federal and provincial government export trade development programs.

If you feel your time and financial resources for exporting are limited, you may also want to make use of Canadian trading houses. They can frequently undertake exporting on your behalf.

Advice and assistance are readily available to you every step of the way as you identify your exportable products and services, scout your export markets, design your marketing game plans, organize your banking and financing, and begin your sales campaigns.

### Your export team

Once you begin consulting these export trade professionals, you won't feel so alone. By adding these experts to your company's export team, you'll receive the kind of assistance few companies, regardless of their size or financial strength, could maintain on staff. The initiative to put this team to work rests with you. You are the captain of the team and only you can call the signals.

Many members of Canada's export team provide packages of related services while others concentrate on a single, specific area of export expertise. For easier identification and reference, the line-up of experts is grouped here under three main headings:

- Marketing information and assistance
- Financial information and assistance
- Documentation

The listings include a short description of each organization's role in export trade development along with telephone and telex numbers as well as addresses.

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*Success takes persistence and patience. Sales for our products have a very long fuse. We've been well served by provincial and federal offices abroad.*

*L.A. Wharton, President,  
Westronic Inc., Calgary,  
Alberta, a 1987 Canada Export  
Award Winner*

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## Marketing information and assistance

### Department of External Affairs

**Department of External Affairs**  
Lester B. Pearson Building  
125 Sussex Drive  
Ottawa, Ontario K1A 0G2  
Telex: 053-3745  
Fax: (613) 996-9103

The Department of External Affairs is the federal government department responsible for international trade. Approximately one third of the Department of External Affairs personnel are employed in promoting Canadian exports, and in trade and economic policy work. The Honourable John C. Crosbie is the Minister for International Trade. Among Mr. Crosbie's responsibilities are the Canada-U.S. free trade negotiations, multilateral trade issues (and in particular the Uruguay Round of multilateral trade negotiations in the GATT), and departmental trade programs and services

that support Canadian companies' export marketing activities.

This section will provide you with an overview of the many Department of External Affairs trade programs and services.

### Geographic and functional branches in Ottawa

The department has five geographic branches (Africa and the Middle East, Asia Pacific, Europe, Latin America and the Caribbean, and the United States) and two functional branches (International Trade Development and Economic and Trade Policy) working in the area of trade development and economic and trade relations.

Trade officers in the departmental trade divisions help exporters by:

- Identifying the most promising export markets and sectors
- Assisting with preparations for visits to potential markets and informing the Canadian mission in that territory of the company's interests
- Arranging participation in trade fairs abroad
- Involving exporters in visits by foreign buyers to Canada

For more detailed information on a specific foreign market, call the responsible geographic trade division listed at the end of this section.

The department also maintains a worldwide network of trade commissioners to assist Canadian exporters. For more information on the role of the trade commissioner, see page 26.

The addresses of all Canadian missions abroad with trade, investment and tourism promotion responsibilities can be found in the department's publication *Canadian Trade Representatives Abroad*. Copies may be obtained by contacting Info Export toll free at 1-800-267-8376 (Ottawa callers 993-6435), or at the nearest regional office of the Department of Regional Industrial Expansion (see page 16).

The International Trade Development Branch is the department's focal point for export promotion activities. The branch administers the following programs offered by the department:

- **Program for Export Market Development (PEMD):** a cost-sharing assistance program that helps Canadian businesses participate in or undertake various types of export promotion activities. For further information see page 23 on "Financial information and assistance".
- **Technology Inflow Program (TIP):** a program that promotes the acquisition of foreign technological know-how needed by Canadian firms to develop new or improved products, processes, or services. Write to the Science, Technology

and Communications Division (TTS) at the above address for more information.

- **The World Information Network for Exports (WIN Exports):** a computerized directory of Canadian exporters designed to help trade development officers around the world respond more quickly to opportunities identified in their territories. For more information on WIN Exports see page 15 in this section.
- **Canada-U.S. Defence Production/Development Sharing Arrangements:** bilateral arrangements that foster an environment in the context of the North American Defence Industrial Base for Canadian and American companies with unique capabilities to enhance the defence import requirements in order to strengthen respective military acquisition objectives. For further information contact the United States Division (TDU), Defence Programs Bureau at the above address, or by telex - 053-3734, or facsimile - (613) 996-9265.
- **Agriculture, Fish and Food Products Bureau:** the bureau responsible for the international marketing of agricultural, fish and food products, and the foreign policy dimensions of Canadian fisheries activities. Write to the Agriculture,

Fish and Food Products Bureau (TAD) at the above address for more information.

- **Canada Export Trade Month** : the primary export awareness and promotion activity of the department which is held every October. It is a cooperative government/business endeavour that strives to increase the public's awareness of the importance of exporting. Export Marketplace, an across-Canada series of events, brings together Canadian business people and Canadian trade commissioners from around the world to discuss market opportunities. The culmination of Canada Export Trade Month activities is the presentation of Canada Export Awards to a select number of Canadian companies that have distinguished themselves in export activity. Write to the Trade Development Liaison and Special Projects Division (TPL) at the above address for more information.
- **Export Financing**: one of the key factors in exporting to highly competitive and increasingly complex international markets. Exporters can obtain advice and assistance in securing the necessary financing support by writing to the Export Finance, Capital Projects and Trading House Division (TPF) at the above address for more information.

- **Countertrade**: another form of financing that is often in demand as an alternative or complement to the more traditional financing of export sales. For information on global countertrade trends and advice on how to deal with the various related conditions, contact the Export Finance, Capital Projects and Trading House Division (TPF) at the above address.
- **Cost Recoverable Technical Assistance (CRTA) Program**: designed to provide Canadian public sector expertise to foreign clients on the basis of full recovery of costs. It is frequently used in support of Canadian project bids abroad. Write to the Export Finance, Capital Projects and Trading House Division (TPF) at the above address for more information.
- **Transportation**: difficulties in moving goods to or from Canada by any mode should be referred to the Transportation Division (TPT) which has responsibility to ensure that the interests of Canadian commerce are represented in international transport arrangements. Write to the Transportation Division (TPT) at the above address for more information.

The Economic and Trade Policy Branch is responsible for designing and implementing policies to advance Canada's international economic, trade and aid interests.

The branch administers the following programs of interest to exporters:

- **Export Permits and Controls**: making exporters aware of the requirements of the Export and Import Permits Act, and processing permit applications. The branch also recommends policies relating to the control of exports from Canada for national security, foreign policy or supply reasons. Write to the Export Controls Division (ESE) at the above address for more information.
- **Import Controls**: making importers aware of the requirements for import licences for some items in the fields of textiles and clothing, agriculture and footwear, and processing applications for permits. The branch also develops policies relating to the control of imports of certain goods into Canada. Information on items which are subject to import controls may be obtained by writing to the Special Trade Relations Bureau (ESD) at the above address.

In 1985, the department launched the very successful "New Exporters to Border States" (NEBS) program. NEBS provides new exporting companies with an introduction to the basics of exporting into the United States. The program is operated in collaboration with provincial governments and regional offices of the

Department of Regional Industrial Expansion. For more information see NEBS section.

*We compete successfully in a global industry. Canadian government services have been of great assistance to us.*

*J.R. Den Tandt,  
President, Hybrid Turkeys Inc.,  
Kitchener, Ontario, a 1987  
Canada Export Award Winner*

**Geographic Trade Divisions  
in Ottawa**

*Africa and the Middle East*

**Africa**

Algeria  
(613) 990-8134

Kenya, Uganda, Ethiopia,  
Somalia, Comores,  
Djibouti, Nigerial, Ghana, Benin,  
Togo, Sudan  
990-6592

Morocco, Tunisia, Mauritania,  
Senegal, Gambia,  
Guinea, Guineau-Bissau, Cape  
Verde  
993-6586

Tanzania, Zambia, Zimbabwe,  
Mozambique, Malawi,  
Botswana, Angola, Swaziland,  
Lesotho, South Africa,  
Namibia  
990-6590

Gabon, Zaire, Congo, Equatorial  
Guinea, Sao Tome,  
Principe, Burundi, Rwanda,  
Madagascar, Mauritius,  
Seychelles  
990-6582

Cameroon, Chad, Central African  
Republic, Burkina Faso, Mali  
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Côte d'Ivoire, Niger, Sierra  
Leona, Liberia  
998-0396

**Middle East**

Libya  
993-6847

Saudi Arabia, North & South  
Yemen, Gulf States  
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*Asia Pacific*

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*Europe*

**Eastern Europe and U.S.S.R.**

Albania, Bulgaria,  
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German Democratic Republic,  
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**Western Europe**

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Ireland, United Kingdom  
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Italy, Malta  
995-9403

France  
996-2363



# EXPORT EXPERTS

Austria, Cyprus, Greece, Portugal,  
Spain  
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Belgium, Luxembourg,  
Netherlands, Switzerland  
996-7544

Turkey  
995-6439

Denmark (incl. Greenland),  
Finland, Iceland, Norway, Sweden  
995-4730

Customs Information  
U.K., non-EEC countries  
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EEC countries  
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## *Latin America and the Caribbean*

### **Caribbean and Central America**

Cuba, Dominican Republic,  
Puerto Rico, Haiti  
996-6129

Commonwealth Caribbean,  
Bermuda, French West  
Indies, Netherlands, Antilles,  
Suriname  
996-3877

Costa Rica, Guatemala, Honduras,  
Panama, El Salvador, Nicaragua  
996-5460

Mexico  
995-0460

## **South America**

Colombia  
996-5548

Brazil  
996-4199

Venezuela  
996-5549

Peru, Bolivia, Chile, Paraguay  
996-6547

Argentina, Uruguay, Quito  
995-8804

Tariff Information  
995-8742

## *United States*

Eastern United States  
993-5726

Western United States  
993-7343

Investment Development  
993-5914

Tourism Development  
993-7344

Market Access  
993-7484

## **Info Export (BTCE)**

Department of External Affairs  
125 Sussex Drive  
Ottawa, Ontario K1A 0G2  
Toll free hotline: 1-800-267-8376  
Local callers: 993-6435  
Telex: 053-3745  
Fax: (613) 996-9288

For most beginning and many veteran exporters in search of information, Info Export is the best starting point. The Department of External Affairs export trade information centre, Info Export, acts as your instant guide to all of the export programs and services provided by the federal government.

Info Export provides exporters with the general export overview. It helps you find answers quickly to specific export questions or problems, either by putting you in touch with an expert in External Affairs or by referring you to other sources of help -- such as the Department of Regional Industrial Expansion (DRIE), other federal agencies, provincial governments or private sector trade associations. Through Info Export you can plug into the department's trade information network and find out about the best potential markets for your products or services.

A broad selection of export trade literature, including an export information kit and other trade publications produced by the department are also available.

**New Exporters to Border States Program (NEBS)**

United States Trade and Investment Development Bureau (UTD)

Department of External Affairs  
125 Sussex Drive

Ottawa, Ontario K1A 0G2

Tel: (613) 993-5726

The New Exporters to Border States (NEBS) program was launched in 1985 to assist small and medium-sized businesses which have not previously exported but are interested in markets in U.S. border states, and which have been identified as being "export ready".

Operated in collaboration with provincial governments and regional offices of the Department of Regional Industrial Expansion (DRIE), NEBS gives small businesses a crash course in the essentials of exporting.

Participants in NEBS missions are taken to the nearest Canadian trade office across the U.S. border and over a one or two-day period are ushered through all phases of exporting from customs clearance procedures to warehousing and distribution of goods. They attend briefings to hear from experts from both the U.S. and Canada such as manufacturers' representatives, freight forwarders, customs brokers, bankers and others familiar with the ins and outs of selling Canadian goods and services in the United States. Participants also have personal interviews with a trade commissioner from the Canadian trade office, who can help them develop a marketing strategy to meet their particular

needs. The visit to the consulate is an excellent opportunity to use the post's network of contacts to arrange follow-up meetings with manufacturers' representatives and potential buyers.

For more detailed information on how you can participate in the NEBS program, contact your local regional office of the Department of Regional Industrial Expansion (see page 16 for DRIE listing).

**World Information Network for Exports (WIN Exports)**

Trade Development Policy, Planning and WIN Exports Division (TPP)

Department of External Affairs  
125 Sussex Drive

Ottawa, Ontario K1A 0G2

Tel: (613) 996-7290

The World Information Network for Exports (WIN Exports) is the primary tool used worldwide by our trade commissioners to match Canadian sources of supply for goods and services with international opportunities.

The computerized WIN Exporters' directory combines data on Canadian exporters and companies expressing an interest in exporting from various federal government data-bases, including the Business Opportunities Sourcing System (BOSS) maintained by the Department of Regional Industrial Expansion.

Companies wishing to be included in WIN Exports should complete a joint WIN/BOSS questionnaire and indicate an interest in exporting. Questionnaires may be obtained by contacting the

trade unit of the nearest regional office of the Department of Regional Industrial Expansion or WIN Exports at the Department of External Affairs at the above address.

**International Trade Data Bank Library Services Division (BFL)**

Department of External Affairs  
125 Sussex Drive

Ottawa, Ontario K1A 0G2

Tel: (613) 992-6941

The International Trade Data Bank is an information bank based on the United Nations computer tapes which track and list the export and import flow data for 66 major trading nations as well as for groupings such as the European Economic Community (EEC) and the Organization for Economic Co-operation and Development (OECD). The International Trade Data Bank gives current figures, provided by the member countries and listed by product category, on what and how much each country imports, the countries from which it obtains its imported products and the nature, amount and destination of its exported products.

**Other government departments**

**Department of Regional Industrial Expansion**

The Department of Regional Industrial Expansion (DRIE) maintains regional offices in each of the 10 provinces and two territories. The DRIE regional office is an invaluable, close-to-home resource with a mandate to counsel, encourage and assist individual companies within the region to exploit international export marketing opportunities. It does this with a multi-faceted educational program of seminars, workshops and conferences on every aspect of trade. Each office maintains a regional sourcing register and can include you in its Business Opportunities Sourcing System (BOSS). The BOSS register lists the names, addresses, products, capabilities and other vital statistics of companies within each region and makes the information available to potential domestic and foreign customers.

DRIE also provides individual export counselling and information and assistance to exporters considering exhibiting at international trade fairs. As well, the DRIE office in your province can direct you to the appropriate industry sector branch in the Ottawa headquarters that has expertise concerning your product. The department is also the principal link between the trade promotion programs of the federal and provincial governments.

DRIE regional offices across Canada include the following:

**Newfoundland**  
 Department of Regional Industrial Expansion  
 Trade, Tourism, Investment and Technology Division  
 P.O. Box 8950  
 Parsons Building  
 90 O'Leary Avenue  
 St. John's, Newfoundland  
 A1B 3R9  
 Tel: (709) 772-5511  
 Telex: 016-4749

Local offices:  
 Corner Brook  
 Tel: (709) 637-4477  
 Happy Valley, Goose Bay, Labrador  
 Tel: (709) 896-2741

**Prince Edward Island**  
 Department of Regional Industrial Expansion  
 Development Division  
 P.O. Box 1115  
 Confederation Court Mall  
 134 Kent Street, Suite 400  
 Charlottetown, Prince Edward Island  
 CIA 7M8  
 Tel: (902) 566-7440  
 Telex: 014-44129

**Nova Scotia**  
 Department of Regional Industrial Expansion  
 Trade Section  
 P.O. Box 940, Station M  
 1496 Lower Water Street  
 Halifax, Nova Scotia  
 B3J 2V9  
 Tel: (902) 426-6125  
 Telex: 019-22525

**New Brunswick**  
 Department of Regional Industrial Expansion  
 Development, Trade and Tourism Division  
 P.O. Box 1210  
 770 Main Street  
 Moncton, New Brunswick  
 E1C 8P9  
 Tel: (506) 857-6452  
 Telex: 014-2200

Local offices:  
 Bathurst  
 Tel: (506) 548-7420  
 Fredericton  
 Tel: (506) 452-3124  
 Grand Falls  
 Tel: (506) 473-5556

**Quebec**  
 Department of Regional Industrial Expansion  
 International Trade  
 Stock Exchange Tower,  
 Suite 3800  
 800 Place Victoria  
 Montreal, Quebec  
 H4Z 1E8  
 Tel: (514) 283-6779  
 Toll free: 1-800-361-5367  
 Telex: 055-60768

Local offices:  
 Alma  
 Tel: (418) 668-3084  
 Drummondville  
 Tel: (819) 478-4664  
 Quebec City  
 Tel: (418) 648-4826  
 Rimouski  
 Tel: (418) 722-3282  
 Sept-Iles  
 Tel: (418) 968-3426  
 Sherbrooke  
 Tel: (819) 564-5904  
 Trois-Rivieres  
 Tel: (819) 374-5544  
 Val-d'Or  
 Tel: (819) 825-5260

# E X P O R T E X P E R T S

## **Ontario**

Department of Regional Industrial  
Expansion  
Trade, Technology and Investment  
Branch  
Dominion Public Building  
4th Floor  
1 Front Street West  
Toronto, Ontario  
M5J 1A4  
Tel: (416) 973-5050  
Telex: 065-24378

### Local offices:

London  
Tel: (519) 679-5820  
Ottawa  
Tel: (613) 993-4963  
Sault Ste. Marie  
Tel: (705) 942-1327  
Sudbury  
Tel: (705) 675-0711  
Thunder Bay  
Tel: (807) 623-4436

## **Manitoba**

Department of Regional Industrial  
Expansion  
Trade and Investment Branch  
P.O. Box 981  
330 Portage Avenue  
Suite 608  
Winnipeg, Manitoba  
R3C 2V2  
Tel: (204) 983-6182  
Telex: 07-57624

### Local office:

Thompson  
Tel: (204) 778-4486

## **Saskatchewan**

Department of Regional Industrial  
Expansion  
Trade and Tourism  
105 - 21st Street  
6th Floor  
Saskatoon, Saskatchewan  
S7K 0B3  
Tel: (306) 975-5318  
Telex: 074-2742

### Local offices:

Prince Albert  
Tel: (306) 764-6800  
Regina  
Tel: (306) 780-6108

## **Alberta**

Department of Regional Industrial  
Expansion  
Trade, Tourism and Small  
Business  
Cornerpoint Building  
10179 - 105th Street, Suite 505  
Edmonton, Alberta  
T5J 3S3  
Tel: (403) 420-2944  
Telex: 037-2762

### Local office:

Calgary  
Tel: (403) 292-4575

## **British Columbia**

Department of Regional Industrial  
Expansion  
Business Information  
P.O. Box 11610  
900 - 650 West Georgia Street  
Vancouver, British Columbia  
V6B 5H8  
Tel: (604) 666-6256  
Telex: 04-51191

### Local offices:

Prince George  
Tel: (604) 561-5158  
Victoria  
Tel: (604) 388-3181

## **Yukon**

Department of Regional Industrial  
Expansion  
Suite 301  
108 Lambert Street  
Whitehorse, Yukon  
Y1A 1Z2  
Tel: (403) 668-4655

## **Northwest Territories**

Department of Regional Industrial  
Expansion  
P.O. Bag 6100  
Precambrian Building  
Yellowknife, Northwest  
Territories  
X1A 1C0  
Tel: (403) 920-8568

## **Headquarters**

Department of Regional Industrial  
Expansion  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5  
Tel: (613) 995-5771  
Telex: 053-4123  
Fax: (613) 954-1894

(This information was provided by  
the Department of Regional  
Industrial Expansion.)

**Western Economic  
Diversification**

Head Office  
Suite 604, Cornerpoint Building  
10179 - 105th Street  
Edmonton, Alberta  
T5J 3N1  
Tel: (403) 495-4164

Western Economic Diversification is a federal government department headquartered in Edmonton, with regional offices in Vancouver, Saskatoon, and Winnipeg.

The department manages the Western Economic Diversification Fund which, among other things, will assist individual companies with trade and marketing activities. The fund will also assist industry-wide marketing campaigns. All sectors are eligible.

The department also offers a government-wide "pathfinding" service for business to ensure western Canadian companies receive full benefit from existing federal programs and assistance. The Western Economic Diversification Fund can be used to top up these programs where necessary.

Offices of the Western Economic Diversification can be reached at: Vancouver, British Columbia (604) 666-6256; Saskatoon, Saskatchewan (306) 975-4373; and Winnipeg, Manitoba (204) 983-4472.

(This information was provided by the Western Economic Diversification office.)

**Canadian Commercial  
Corporation (CCC)**

Head Office  
Metropolitan Centre, 11th Floor  
50 O'Connor Street  
Ottawa, Ontario  
K1A 0S6  
Tel: (613) 996-0034  
Telex: 053-4359

A crown corporation reporting to the Minister for International Trade, the Canadian Commercial Corporation (CCC) acts as prime contractor when foreign governments and international agencies wish to purchase goods and services from Canadian sources on a government-to-government basis.

In responding to such requests, CCC identifies Canadian sources, obtains bid opportunities for suppliers, and certifies their capability to perform. In addition to participating in negotiations, the corporation follows through on contract management, inspection, acceptance, shipping, payment to suppliers and collection from customers. Its participation helps to reduce the complexity of export sales for Canadian firms and often encourages foreign customers to deal with smaller or less well-known suppliers, since buyers have the comfort of dealing on a government-to-government basis through CCC.

(This information was provided by the Canadian Commercial Corporation.)

**Statistics Canada (StatsCan)**

Information Section  
International Trade Division  
9th Floor  
Section A2  
Jean Talon Building  
Tunney's Pasture,  
Ottawa, Ontario  
K1A 0T6  
Tel: (613) 951-9647  
Telex: 053-3585  
Fax: (613) 952-1251

Statistics Canada (StatsCan) prepares and publishes a wealth of statistical information of interest to exporters. It will also prepare special tabulations of unpublished data to meet the specific needs of users. The StatsCan library has an extensive collection of foreign trade reports and other trade information published by sources abroad. Statistics Canada regional offices and local public libraries are also often useful sources of statistical reports and information.

(This information was provided by Statistics Canada.)

**Provincial governments**

Don't forget to contact your provincial or territorial government trade department which can offer useful assistance in a variety of ways. The following is a list of the central offices. In a number of cases, there are also offices located throughout the province. Check your telephone directory or ask the trade officer in the central office for the address of the one closest to you. Note that some provincial governments also have trade representatives around the world who can assist you.

Provincial government contacts across Canada include the following:

**Newfoundland**

Trade and Investment  
Department of Development and Tourism  
P.O. Box 4750  
St. John's, Newfoundland  
A1C 5T7  
Tel: (709) 576-2781  
Telex: 016-4949  
Fax: (709) 576-3627

**Prince Edward Island**

Marketing Division  
Prince Edward Island  
Development Agency  
First Avenue  
West Royalty Industrial Park  
Charlottetown, Prince Edward  
Island  
C1E 1B0  
Tel: (902) 566-4222  
Telex: 014-44109  
Fax: (902) 566-4030

**Nova Scotia**

Market Development Centre  
Department of Industry, Trade and  
Technology  
World Trade and Convention  
Centre  
1800 Argyle Street  
P.O. Box 519  
Halifax, Nova Scotia  
B3J 2R7  
Tel: (902) 424-4242  
Telex: 019-22548  
Fax: (902) 424-5739

**New Brunswick**

Trade Services  
Department of Commerce and  
Technology  
Centennial Building  
P.O. Box 6000  
Fredericton, New Brunswick  
E3B 5H1  
Tel: (506) 453-2875  
Telex: 014-46100  
Fax: (506) 454-8410

**Quebec**

Ministere du Commerce exterieur  
et du Developpement tech-  
nologique  
770, rue Sherbrooke ouest  
7e etage  
Montreal (Quebec)  
H3A 1G1  
Tel: (514) 873-5575 (Industrial)  
(514) 873-7266 (Consumer)  
Telex: 055-61760  
Fax: (514) 873-4230

**Ontario**

International Marketing Branch  
Ministry of Industry, Trade and  
Technology  
5th Floor, Hearst Block  
Queen's Park  
900 Bay Street  
Toronto, Ontario  
M7A 2E1  
Tel: (416) 963-2501  
Telex: 06-219786  
Answer Back: TRADINTOR  
Fax: (416) 963-1526

**Manitoba**

Trade Branch  
Department of Industry, Trade and  
Technology  
4th Floor  
155 Carlton Street  
Winnipeg, Manitoba  
R3C 3H8  
Tel: (204) 945-3172  
Telex: 075-87833  
Fax: (204) 945-2775

**Saskatchewan**

Trade Promotion Branch  
Department of Development and  
Investment  
Bank of Montreal Building  
2103 - 11th Avenue  
Regina, Saskatchewan  
S4P 3V7  
Tel: (306) 787-2222  
Telex: 071-2675  
Fax: (306) 787-2198

**Alberta**

Trade Development Division  
Department of Economic  
Development and Trade  
Sterling Place, 11th Floor  
9940 - 106th Street  
Edmonton, Alberta  
T5K 2P6  
Tel: (403) 427-4809  
Telex: 037-2197  
Fax: (403) 427-0610

**British Columbia**

International Marketing Branch  
 Ministry of Economic  
 Development  
 P.O. Box 19  
 750 Pacific Boulevard South  
 Vancouver, British Columbia  
 V6B 5E7  
 Tel: (604) 660-3935  
 Telex: 04-55459  
 Fax: (604) 660-2457

**Yukon**

Department of Economic  
 Development  
 Mines and Small Business  
 P.O. Box 2703  
 Whitehorse, Yukon  
 Y1A 2C6  
 Tel: (403) 667-5466  
 Telex: 036-8260  
 Fax: (403) 667-3518

**Northwest Territories**

Trade and Investment  
 Business Development Division  
 Department of Economic  
 Development and Tourism  
 P.O. Box 1320  
 Yellowknife, Northwest  
 Territories  
 X1A 2L9  
 Tel: (403) 873-7381/873-7229  
 Telex: 034-45531  
 Fax: (403) 873-0101

**Associations**

**Canadian Exporters'  
 Association (CEA)**

99 Bank Street  
 Suite 250  
 Ottawa, Ontario  
 K1P 6B9  
 Tel: (613) 238-8888  
 Telex: 053-4888  
 Fax: (613) 563-9218

The Canadian Exporters' Association (CEA) is a private, national, non-profit organization that has worked for the enhancement and promotion of Canadian exports since 1943. Membership is made up of some 1 000 Canadian companies of all sizes and from every industry sector with interests in export trade.

The CEA provides opportunities to meet and rub shoulders with confreres in the export community. It does this through a network of committees dealing with everything from export financing to transportation, and through regular regional chapter meetings across the country. Exporters are also kept up to date on important developments which affect their business with newsletters and educational seminars dealing with topics ranging from export controls to marketing opportunities. This is complemented by experts on staff available for problem solving, export document services, a Countertrade Information Centre and an Assistance for Canadian Exporters consulting service.

Assistance for Canadian  
 Exporters (ACE) Program

The Canadian Exporters' Association is introducing a program to make available to the export community the experience and talents of individuals well versed in export activities. This expertise will be available to any company, although preference will be given to association members.

The CEA will compile a computerized listing of qualified individuals for this program. This grouping will be made up largely, but not exclusively, of former Canadian heads of post, trade commissioners, trade promotion and trade policy experts, industry experts and private sector export managers.

All names listed will be of individuals who are CEA members and, through the CEA information network, are kept abreast of developments in international trade and economic affairs. They will have at least 10 years of demonstrated experience in international trade and references to show they are well regarded in the field.

Exporters wishing assistance, on a part-time or full-time basis can, through the Canadian Exporters' Association computerized data base, source individuals knowledgeable in specific markets, policy issues, industries, etc. This service will be especially valuable to small or medium-sized companies that have need of specific export expertise.

(This information was provided by the Canadian Exporters' Association.)



**The Canadian Manufacturers' Association (CMA)**

Trade Development  
One Yonge Street  
Suite 1400  
Toronto, Ontario  
M5E 1J9  
Tel: (416) 363-7261  
Telex: 065-24693

With its headquarters in Toronto, the Canadian Manufacturers' Association (CMA) operates seven regional divisions, 22 branches and 11 offices across Canada.

For more than a century, member companies have relied on the CMA information and services to improve their competitiveness in world markets.

Among others, the CMA publishes the monthly *World Trade News*; the annual *Canadian Trade Index*; and an up-dated and revised export guide entitled *Understanding Exports*.

In the area of international trade activities, the CMA has signed cooperation agreements with its counterparts in Mexico, India and Thailand. Other agreements are pending. CMA members participate in trade missions resulting in successful export sales, long-term contracts, agency agreements, joint ventures and licensing arrangements.

The CMA acts as the secretariat for the Federation of Canadian Manufacturers in Japan, aimed at helping Canadian manufacturers penetrate the Japanese market. In the field of trade development, CMA members benefit from:

- Information on markets, trade, foreign tariffs, customs, documentation, government programs and services, export credits, insurance, finance, international exhibitions, trade fairs and missions
- Liaison with government
- Through export forums, continuous programs in procedures and techniques of doing business abroad
- Courses on principles and practices of export documentation

(This information was provided by the Canadian Manufacturers' Association.)

**The Canadian Chamber of Commerce**

Head Office  
International Division  
55 Metcalfe Street  
Suite 1160  
Ottawa, Ontario  
K1P 6N4  
Tel: (613) 238-4000  
Telex: 053-3360  
Fax: (613) 238-7643

The Canadian Chamber of Commerce and chambers of commerce and boards of trade in a number of centres carry out a broad range of activities designed to promote Canadian trade. These include seminars and conferences providing information on specific markets, documentation services required for exporting, and programs to put Canadian companies in touch with foreign buyers. The

chamber also administers a series of bilateral and regional trade councils and operates a Canadian Trade Office in Taipei, Taiwan, the only permanent trade presence in that market. (*See also Canadian Chamber of Commerce under Documentation later in this section.*)

(This information was provided by The Canadian Chamber of Commerce.)

**Federation of Export Clubs Canada**

67 Yonge Street  
Suite 1402  
Toronto, Ontario  
M5E 1J8  
Tel: (416) 364-4112  
Telex: 065-28048

Export clubs are associations of independent business people who gather regularly at informal meetings to discuss various aspects of international trade. The clubs provide a venue for exporters and potential exporters to share their exporting experiences and to obtain information that may assist them in attaining export objectives.

Export clubs in Canada fall into two categories: (1) "Independent" (free-standing) export clubs whose membership is comprised of business people operating independently of local chambers of commerce and boards of trade; and (2) "Joint Venture" export clubs whose membership is comprised of businesses which are also members of local chambers of commerce and boards of trade.

The activities of the "independent" and "joint venture" export clubs are coordinated by the Federation of Export Clubs Canada - a federally-chartered, non-profit organization founded in 1982 and dedicated to increasing public awareness of international trade.

For further information concerning local export clubs contact the Federation of Export Clubs Canada at the above address.

(This information was extracted from the *Canadian Exporter's Handbook 1987-88* for which the source was the Federation of Export Clubs Canada.)

**The Council of Canadian Trading Houses**  
 99 Bank Street  
 Suite 250  
 Ottawa, Ontario  
 K1P 6B9  
 Tel: (613) 238-8888  
 Telex: 053-4888  
 Fax: (613) 563-9218

A good introduction to exporting for the novice may be through the use of a Canadian trading house. A trading house may act as your export department or provide any of the ancillary services you may require to develop your export strategy.

The Council of Canadian Trading Houses is a national association of Canadian trading houses organized under the auspices of the Canadian Exporters' Association. Members are required to pass an accreditation procedure that focuses on a com-

pany's experience, competence and reliability. The council provides referrals for potential users to accredited trading houses and material on how to use and select them. The council also conducts seminars on trading houses across Canada to disseminate information about their use as an alternative export vehicle, particularly to offshore markets.

(This information was provided by The Council of Canadian Trading Houses.)

**Canadian International Freight Forwarders Association, Inc.**  
 P.O. Box 787  
 Station A  
 Toronto, Ontario  
 M5W 1G3  
 Tel: (416) 252-7321  
 Telex: 06-967666  
 Fax: (416) 259-0616

The association, founded in September 1948, currently represents in excess of 100 Canadian-based international freight forwarders. The primary role of this national association is to further the efforts of the industry in achieving those goals which will benefit the industry and its clientele. Some such efforts have been a national education program, the creation of standard trading conditions, and amendments to the by-laws of the association to require minimum legal liability insurance to include professional indemnity or "errors and omissions".

The members of the association provide the first-time or experienced exporter and importer with a one-stop source of expertise

concerning all aspects of transportation and related services, including but not restricted to export packaging, marine insurance, documentation, consolidation, deconsolidation, trucking, rail, turnkey projects, and cost and routing analyses, to name only a few.

A full list of members, and the by-laws and standard conditions of the association can be secured by contacting the National Secretary at the Toronto address.

The Canadian International Freight Forwarders Association, Inc. (C.I.F.F.A.) represents professionals in the field of international freight forwarding. No matter what your transportation requirements are, the members of the association are in a position to assist you.

(This information was provided by the Canadian International Freight Forwarders Association, Inc.)

## Financial information and assistance

### Program for Export Market Development (PEMD)

NOTE: For information on PEMD assistance programs contact the Department of External Affairs' Export Programs Division at (613) 996-8708 or your DRIE regional office (see page 16 for list).

The Program for Export Market Development (PEMD) is a financial assistance program of the Department of External Affairs. The program is designed to help incorporated Canadian companies develop and increase their export activities by sharing the costs of specific export marketing activities. It is geared to encourage businesses that have not previously exported to begin doing so and to encourage established exporters to expand their activities in new markets.

Administered and delivered jointly by the Department of External Affairs and DRIE, PEMD operates in a number of ways, each designed to meet up to 50 per cent of the costs of specific circumstances that exporters may encounter while developing or expanding export markets.

PEMD can help Canadian exporters in a number of export business activities including:

- Specific project bidding – sharing of costs to bid on

specific projects outside Canada

- Market visits – assistance to visit potential new markets or to bring foreign buyers to Canada
- Participation in trade fairs abroad – assistance to participate in foreign trade shows
- Export consortia – assistance to Canadian companies to develop joint export sales through the formation of permanent export consortia
- Sustained export market development – assistance to Canadian exporters to establish on-site facilities in foreign markets (outside North America)

As well as the above activities, which are basically industry-driven, the Department of External Affairs also initiates trade fair and mission activities under PEMD. The program shares with companies the cost of participating in national stands at trade exhibits outside Canada, sponsors outgoing trade missions of Canadian business persons to identify market opportunities abroad, and hosts incoming missions to Canada of foreign business people and government officials who can influence export sales.

If you are interested in participating in these government-sponsored initiatives, make your interest known to the DRIE regional office (trade) and/or the Department of External Affairs' geographic trade division respon-

sible for the territory of your interest. Call 1-800-267-8376 at the Department of External Affairs. They'll direct you to the proper geographic division.

### Export Development Corporation (EDC)

Head Office  
151 O'Connor Street  
P.O. Box 655  
Ottawa, Ontario  
K1P 5T9  
Tel: (613) 598-2500  
Telex: 053-4136  
Fax: (613) 237-2690

The Export Development Corporation (EDC), a federal crown corporation reporting to the Minister for International Trade, provides a full range of financing, insurance and guarantee services to Canadian exporters of any size through its offices across the country.

EDC has export insurance programs to: protect you against non-payment by foreign buyers; protect your foreign investment overseas; protect domestic suppliers to Canadian exporters against non-payment; and protect members of a Canadian export consortium against a loss caused by the non-performance of a partner.

With export financing, EDC lends to foreign buyers so they can afford to purchase your Canadian exports, and pays you, the exporter, directly in cash. Also, the corporation makes it easier for exporters to get private sector financial backing, by providing loan, performance and bid bond guarantees. They eliminate the

risks for the financial institution providing the direct support.

For information, contact the EDC office nearest you: Halifax (902) 429-0426; Montreal (514) 878-1881; Ottawa (613) 598-2992; Toronto (416) 364-0135; London (519) 679-6523; Winnipeg 1-800-661-8638 (Manitoba and Saskatchewan callers only); Calgary (403) 294-0928; and Vancouver (604) 688-8658.

(This information was provided by the Export Development Corporation.)

**Canadian International Development Agency (CIDA)**  
Industrial Cooperation Division  
5th Floor  
200 Promenade du Portage  
Hull, Quebec  
K1A 0G4  
Tel: (819) 997-7901  
Telex: 053-4140  
Fax: (819) 953-5024

The Canadian International Development Agency (CIDA) operates Canada's program of official international development assistance in some 100 countries. Together with other bilateral projects, CIDA's Industrial Cooperation Program helps Canadian exporters penetrate new markets in developing countries by supporting Canadian firms seeking opportunities for investment, joint ventures and transfers of proven technology in the expanding markets of Asia, Latin America, the Caribbean, Africa, and the Middle East.

CIDA's Industrial Cooperation Program supports the efforts of

developing countries to achieve self-sustainable development by encouraging the Canadian private sector to participate in their industrial growth. The program offers financial incentives to Canadian firms in their efforts to develop long-term arrangements for business cooperation and to carry out project definition studies in developing countries. Support is also available for building contacts and identifying opportunities through visiting missions and seminars. To be eligible for CIDA funding assistance, proposals must clearly demonstrate mutual economic and industrial benefits to both Canada and the host country. Canada benefits by supplying equipment, components, services, etc., and the host country benefits from new technology, job opportunities, business expansion, and savings in foreign exchange.

(This information was provided by the Canadian International Development Agency.)

### Canadian Chartered Banks

Your bank can provide operating loans needed for your export business and the many other banking services that will be required. The bank's international department can advise you on currency exchange and the best terms and forms of payment. Through its branches in foreign countries and its correspondent banks, it also can provide you with on-the-spot advice and banking services in your target markets. Most large banks have extensive international contacts and can provide a wide variety of helpful publications, information and other assistance to exporters.

## Documentation

Accurate documentation of your shipments to foreign countries is of paramount importance. Requirements may be complex and they vary from country to country.

A competent freight forwarder can explain and advise you on the documents you will require to ship your product efficiently. On receipt of the information required, the forwarder will also draw up the necessary shipment documents for you. Documentation assistance may also be obtained from the tariff officers in the geographic bureaux of the Department of External Affairs. Tariff officers can also provide information on access regulations, tariffs, quotas, etc., which apply in various countries. The Canadian Exporters' Association also provides trade document certification services and counsel on what is needed.

### The Canadian Chamber of Commerce

*(See also The Canadian Chamber of Commerce reference earlier in this section.)*

The Canadian Chamber of Commerce is the Canadian source for the invaluable *Carnet*. A carnet is a convenient customs document designed to simplify and streamline customs procedures. It lists the goods you wish to have covered for the country or countries you intend to visit. This "merchandise passport" is ideal for commercial samples,

professional equipment, exhibition goods, etc.

A carnet is valid for one year from the date of issue and cannot be extended. All items covered by a carnet must be returned to Canada by the expiry date. A security deposit of 40 per cent of the total value of goods plus a fee are required for each carnet issued.

Carnet Canada offices are located in Ottawa (613) 238-4000; Toronto (416) 868-6415; Montreal (514) 866-4334; and Vancouver (604) 641-1256.

The Canadian Chamber, as well as many local chambers of commerce and boards of trade across Canada also provide "Certificates of Origin" and other certification documents that are frequently required by importing countries.

Canadian trade commissioners live and work in Oslo and Buenos Aires, in Beijing and Buffalo, in fact in 102 cities throughout the world. As part of an extensive network of trade experts, their primary responsibility is to assist exporters to get started or to expand sales in foreign markets. The Canadian trade commissioners are Department of External Affairs employees working on your behalf in countries around the world.

It's a good idea to inform the trade commissioner in each of your foreign markets of your export activities. Keeping him or her up to date pays big dividends in reducing costs, avoiding pitfalls and seizing opportunities.

Before you contact a trade commissioner, here are some pointers on preparing yourself. You should provide your trade commissioner, in advance, with:

- A summary of your company's activities
- Your previous export experience
- Precise descriptions of your product or service
- The main selling features of your product or service
- The type of distributor or representative you want
- Your tentative travel schedule
- Requests for introductions to or appointments with potential agents and/or buyers
- Five to 10 copies of your sales brochures

Your trade commissioner will help you determine:

- Whether your product or service can be imported into the market
- The normal distribution channels for your product or service
- Whether there is local or imported competition
- The buying practices in the market
- The kind and quality of market support services available such as banking, shipping and storage
- Import policies and restrictions
- How to quote in the market
- Social, cultural, business, market and political conditions affecting sales

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***Canada has about the best commercial counsellors there are around the world.***

***We use them extensively.***

*G.B. Champagne,  
President, Exeltor Inc.,  
Bedford, Quebec, a 1987  
Canada Export Award Winner*

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When your marketing plans are completed and the trade commissioner has been informed of your intentions, he or she can help you market your product by:

- Canvassing and recommending local representatives on the basis of their interest in your product or service.

(You are well advised to seek the trade commissioner's advice before appointing agents. Local laws differ from Canadian practice and changing an unsatisfactory agent in some countries can be very difficult. It is usually costly and sometimes even impossible.)

- Recommending translation, legal, advertising and other support services
- Arranging meetings for future business trips
- Providing on-the-spot information on duties, taxes and foreign exchange matters, and helping you solve problems in these areas
- Helping you determine why an account is overdue and, if necessary, advising you on proper procedures for settlement
- Maintaining contact with your agent and providing him or her with support and encouragement

**Your Trade Commissioner. . .**

The trade commissioner's role is to be your eyes and ears and, often, a welcome helping hand in an unfamiliar marketplace.

**Can** promote your firm to local customers

**Can** recommend appropriate technical experts to help you negotiate a deal

**Can** help you find good translators and interpreters

**Can** help you select effective agents

**Can** maintain a liaison with your agents and encourage them

**Can** advise on the settlement of overdue accounts

**Can** advise you on situations and circumstances affecting travel to and within a country

**Cannot** close the sale for you

**Cannot** be present at all your negotiations when you are closing a deal

**Cannot** serve as your translator or interpreter

**Cannot** act as your agent

**Cannot** train or supervise your agents

**Cannot** act as your debt collector

**Cannot** act as your travel agent



As a successful business person, you've had experience in selling and marketing your product or service in Canada. This section addresses some of the subtle and not-so-subtle differences between selling on your home turf and selling abroad.

The tips included here have been learned the hard way, through trial and error, by seasoned business people in their initial export marketing ventures. The list is by no means a comprehensive one. However, this section can provide you with a partial checklist of things you might overlook in the rush to respond to an attractive export opportunity.

## Communicating overseas

Language is the medium of communication whether it's by telephone, telex, cable, facsimile or mail. Whenever possible, use the language of the recipient. It's courteous and gets you into your customer's office much faster. When you must use English or French, make it clear, simple and straightforward. Avoid North American idioms, colloquialisms and slang.

The letter, the oldest form of long-distance communication, may be slow, but it's sure. It serves as a permanent and tangible record of what was communicated between the sender and the recipient. Use letters whenever time permits and to confirm agreements and decisions reached over the telephone. The usual rules for domestic business correspondence

apply internationally, but here are a few tips:

- Make sure your letterhead clearly conveys your company name, address and postal code, your telephone and telex numbers, and the word Canada
- If your letterhead lists branch office addresses, be sure you clearly indicate the address to which the reply should be directed
- Unless the message can afford a leisurely ocean cruise, always ensure your correspondence abroad bears an "Air Mail" sticker on the envelope
- Always personally (and legibly) sign your letters. Your foreign customers want to know with whom they are dealing
- If business trips keep you from the office for long periods, make sure someone is responsible for acknowledging any mail received in your absence

## Telex, cable, facsimile

When using telex, cable or facsimile transmission, note the following:

Avoid the temptation to save a few pennies by using "telegrammatic" language. What you save in transmission costs won't equal the cost of possible misunderstandings. Keep it simple – it's safer and cheaper in the long run.

As with telephone calls, always confirm telex, cable and facsimile messages by mailing a copy. It serves as confirmation and a reminder to both parties.

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*I am a great believer in luck and I find the harder I work the more I have of it.*

*Stephen Leacock (1869-1944)*

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## Overseas telephone

When using the overseas telephone, remember that calls may often be answered by people unfamiliar with English or French. Speak slowly and clearly (but not patronizingly) using only standard language. You can always modify it to match the degree of fluency you perceive at the other end.

## Advertising and promotional material

Advertising and promotional material play a vital role in the success of a product or service overseas. Pay attention to the publications and brochures that support and accompany your goods.

- Examine your current literature to see if it can be adapted to suit both your domestic and foreign markets. Some companies use English, French and Spanish, the most-used languages of trade, in their literature and catalogues. This avoids the

expense of separate publications in each language.

- Make liberal use of colour photographs and illustrations of the product/service and its application. This helps to avoid the need for lengthy textual descriptions (and their translation).
- Don't scrimp on translation costs. Hire the best translators you can find. Sloppy use of language can give rise to misunderstandings and to customer fears of potential sloppiness in your product or service.
- Check any translation done in Canada with an expert in the other country. Ensure that it reflects the latest language usage.
- Carefully examine the meaning and acceptability of a brand name or logo in the language of the country. Make sure it does not have negative or inadvertently humorous connotations.

*The path to success is paved with good intentions that were carried out.*

*Bob Edwards,  
Publisher of the Calgary Eye  
Opener from 1902 to 1922*

- Make sure the colours you use in your material conform to local tastes and preferences.

- Metric is the standard of measurement in many countries. Ensure your specifica-

tions are metric or that you provide metric equivalents.

### Scheduling your time

One of the most critical factors contributing to the success of your first overseas trip is how effective-

#### DOs

**Do** leave yourself a day or so at the start to get over your jet-lag. Use the time to check in with the trade commissioner and to wander about, looking, listening and generally getting a feel for the country.

**Do** plan to spend at least three days (or a week if it is a major market) in each place you visit. You'll learn as much about the country, its people and the market by osmosis as you would in a frantic round of back-to-back meetings.

**Do** get the most out of your trip by ensuring it does not coincide with traditional holiday periods. For example, not much work would be accomplished in Rio during Carnival.

**Do** write to the trade commissioner(s) you met on your visit. Let them know how your meetings went, who your agent is (if you appointed one) and what your future plans are. If you need any additional assistance or information, now's the time to ask for it. Keeping the trade commissioners fully in the picture lets them know you are serious and they can be on the look-out for other sales leads and opportunities for you.

Arrive early at airports. Allow up to two hours for a security check.

ly you organize your time. Here are some time-planning DOs and DON'Ts to keep in mind.

#### DON'Ts

**Don't** start out on a foreign marketing trip without preplanning and careful organizing.

**Don't** try to cram too much business or too many countries into your first trip. Two countries in two weeks are probably all you can effectively absorb in a single trip, particularly the first one.

**Don't** believe everything you've heard about relaxed attitudes to time. In most countries, punctuality is expected. Be sure to phone if you're going to be delayed. Check the local custom with the Canadian trade commissioner.

**Don't** show up at the office for business as usual at 9 a.m. on your first day back home. Take it easy. Get over your jet-lag and spend the time at home sorting out business cards and organizing lists of people to whom you should send follow-up letters. Jot a few words on the back of each business card describing the follow-up action required. Draft a general follow-up letter for your secretary and clear the backlog of items that piled up during your absence.

## An export pricing sheet

### How to work out export prices <sup>1</sup>

One of the early steps in campaigning for export markets is working out realistic export prices – or “costing,” as it is sometimes called. Too often, goods are priced for export merely on the basis of domestic price plus freight and insurance. Sometimes the resulting price is unrealistically high; occasionally it is too low. The would-be exporter should remember that foreign buyers usually have quotations from many countries to compare and will seek the best possible prices. Export quotations should therefore be kept as low as possible commensurate with a reasonable profit – and certainly a profit no higher than on domestic sales. Manufacturers who want eventually to make volume foreign sales should bear in mind that these will result from good quality offered at a fair price and should keep their profit to a minimum.

Federal sales tax does not apply to exports, and if any charge for advertising is made in domestic prices, it should be deducted from the base price before calculating export prices.

The following worksheet may serve as a sample guide to assist you in arriving at a realistic export price for your products.

More detailed information about export financing is available in the External Affairs publication *Export Guide – A Practical Approach* (see Appendix E for contact point).

## EXPORT PRICING WORKSHEET (C.I.F.)

Date: March, 1983

Ref: 6243  
 Name of customer: Mr. Buyer, Importers Inc.  
 Address: 162 Overseas Blvd, Foreign Country  
 Product: WIDGET  
 Special terms or conditions quoted:  
 Unit quoted: 1 000  
 Gross weight: 64 kg  
 Cubic measure: 140m<sup>3</sup>

Item	Cost (Can.\$)
------	---------------

### Cost and Freight

1. Cost of unit before profit	10 000
2. Profit at 10% (for example)	1 000
3. Overseas agent's commission at 7 1/2 % (for example)	825
4. Export packing	75
5. Labelling cost	10
6. Stencil marking cost	0
7. Strapping cost	5
8. Cartage	2
9. Freight to seaboard cost: \$6.00 per 1 000; Type of carrier: rail	6
10. Unloading charges	2
11. Terminal charges	1
12. Longload or heavy loading charges	0
13. Consular documents charges	N/A
14. Other charges (cable, phone)	4
15. Ocean freight cost	30
16. Forwarding agent's fee	10
17. Export credit insurance at 1% (for example)	100
18. Financing charges for credit sales	400

<b>Total of cost and freight</b>	<b>12 470</b>
----------------------------------	---------------

### Insurance

19. Marine insurance (add 10% to total of cost and freight)	13 717	
Approximate premium	+ 137	
Amount to be insured	<u>13 854</u>	
20. Type of insurance: All risks: Rate; 1%; Premium: 138.54		139

<b>Grand total (C.I.F.)</b>	<b>12 609</b>
-----------------------------	---------------

Convert Canadian \$ to export market currency	104 203 zks
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<sup>1</sup> By J.R. Arnold, Export Consultant, Lasqueti, B.C. V0R 2J0

## A checklist for an overseas sales visit

Preplanning is vital to a successful overseas sales trip. The following checklist highlights a number of important details you should cover to ensure that you make the most of your first, exploratory overseas sales trip.

- If you intend to apply for PEMD assistance, make your application two to three months prior to your planned departure (see the *Financial information and assistance* section for details).
- Two or three months prior to your departure, write to the trade commissioner at the Canadian embassy in your target country(ies) and provide details of your product or service and your plans to market it. Outline your objectives and expectations for this first exploratory trip. As soon as your travel plans are finalized, inform the trade commissioner.
- Use a reliable travel agent to help you plan your itinerary and to take advantage of the most efficient and economical travel routes. When you have approved the plan, make confirmed travel and hotel reservations and reconfirm them just before you arrive.
- Carry a good supply of business cards printed in English or French on one side and, if possible, in the language of the country to be visited on

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*We've found that we can be more competitive and more profitable internationally than domestically.*

*H.E.G. Jenkins,  
President, Abegweit Seafoods Inc., Charlottetown, P.E.I., a 1987 Canada Export Award Winner*

---

the other. Exchange business cards with each of the contacts you visit.

- Include a supply of business stationery, sales brochures, literature and photographs of your product for use abroad. A small dictaphone or recorder is very handy for making on-the-spot notes to yourself on meeting details, outcomes, agreements and undertakings made during your meetings.

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*Give-away gifts related to your product or service or to Canada are always welcome.*

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- Carry a list of C.I.F. prices for all your products for each of the countries you plan to visit and of scheduled sailings to these countries from major Canadian ports.

- Samples of your products, if feasible, or small give-away gifts related to your product or service or to Canada are always welcomed by contacts. Check local customs regulations on these with your trade commissioner.
- Ensure that you have a valid Canadian passport and any visas required for your trip. Carry a few extra passport photos for additional visas you may need on the trip. You should also be sure that you have an up-to-date record of required immunization shots and you should carry it with your passport.
- Obtain an international driver's licence if you plan to use a car during your trip. If you are renting a car, make reservations well in advance and reconfirm them just before you leave.
- Take advantage of any memberships you may have in international service clubs. Obtain addresses and telephone numbers of club branches in the cities you are visiting and, if possible, the names of contacts. Service clubs are excellent ways of making business contacts.

- Obtain a letter of introduction from your bank manager to the manager of a bank in each of the cities you plan to visit. The letter can be helpful in checking references of potential customers and agents and if you run into unexpected financial difficulties.

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*Little things like knowing the local dress codes, meal times, how to address people, and other customs will eliminate small problems and win you the good will of your hosts.*

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- Ensure that the funds you carry are more than adequate to your expected needs and that they are readily convertible.
- Background reading on the countries you plan to visit will smooth the trip by providing advance information on the history, economy and social scene. Little things like knowing the local dress codes, meal times, how to address people, and other customs will eliminate small problems and win you the good will of your hosts.

### A checklist for exhibiting overseas

After you have made your first exploratory overseas sales trip and have observed an international trade fair yourself, you may well decide that your company should exhibit its products and services at such a fair.

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*Allow yourself a full 12 months lead time to plan and implement your decision to participate as an exhibitor at a trade fair.*

---

Info Export can provide you with general information on all upcoming international trade fairs and the trade commissioner in the host country is your best source for detail, on-site information and a professional appraisal of the scope, quality and track record of any fairs in his or her territory. The planning and logistics of exhibiting at a trade fair demand careful advance planning. Allow yourself a full 12 months lead time to plan and implement your decision to participate as an exhibitor at a trade fair.

The following checklist summarizes the sequence of the main activities an exhibitor must undertake in the 12 months prior to the fair.

### Twelve months in advance

Obtain current literature and information on the fair and catalogues and statistics from previous years which will provide answers to the following questions:

- How large an area does the fair cover?
- What is the range of products covered?
- How many visitors attended last year? How many countries did they come from and are attendance trends on the increase or the decrease?
- How many companies exhibited last year, where were they from and is the trend up or down?
- What is the cost of booth space and what services are included in the cost?
- What is the cost of services not supplied?
- What is the space reservation deadline?
- What are the customs and import regulations for products being exhibited? Are special licences required? Can the goods be easily taken back to Canada?
- Are there other exhibit or business opportunities available in conjunction with the fair?
- What is the cost of clearing samples?
- What is the cost of an interpreter, if one is needed?

### Nine months in advance

- Mail contracts for trade fair and send reservation deposits.
- Inform Canadian trade commissioner of your exhibit plans and keep on-going information and relevant correspondence flowing.
- Select your overseas exhibit team and make all travel and accommodation reservations.
- Plan your exhibit and booth space and make sure it includes an "office space" in which to conduct business. (The Canadian Government Expositions and Audio-Visual Centre [CGEAVC] of the Department of Supply and Services or the trade commissioner in the country concerned can offer valuable help on all aspects of exhibiting. Contact CGEAVC at 440 Coventry Road, Ottawa, Ontario, K1A 0T1, (613) 993-9730.)

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*Select your overseas exhibit team and make all travel and accommodation reservations.*

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- Decide whether you will design, construct and set up your own exhibit or employ consultants. Finalize arrangements for this. (Make sure fair doors, elevators, etc. will accommodate your exhibit.)

- Decide on pre-fair publicity, public relations, literature, promotional material, who will produce and translate it and finalize arrangements. Don't forget to provide fair management with your material for use in their publicity.
- Select freight forwarder and arrange shipment of exhibit.
- Determine availability of consolidated shipment.

### Six months in advance

- Check booth design and construction schedules.
- Formulate shipping plans to meet fair requirements.
- Select and order samples and give-aways.
- Determine exhibit approach. (Most buyers and agents like to see demonstrations, pick up literature and talk to the manufacturer.)
- Plan your public relations approach. (Invitations to customers to attend your exhibit? Invitations to a reception? Media releases and photographs? Advertising?)
- Plan for adequate staffing of booth. (Rule of thumb is two staffers per nine square meters of booth space.)
- Arrange for locally hired staff (receptionists, interpreters, etc.).
- Order exhibit supplies.

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*As Canada's largest biotechnology company, we rely heavily on exports to fund Research & Development and boost production efficiency.*

*W.A. Cochrane, M.D.,  
Chairman and Chief Executive Officer, Connaught Laboratories Limited,  
Willowdale, Ontario, a 1987  
Canada Export Award Winner*

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### Four months in advance

- Finalize shipping arrangements (transportation, customs agents, freight forwarding, etc.).
- Recheck sales and promotional materials.
- Make personnel assignments.
- Prepare booth manning schedule and begin booth staff training program. Booth staff must be thoroughly familiar with the product, prices, delivery capability and customs requirements.

### Three months in advance

- Recheck supplies and equipment.
- Arrange to ship and insure exhibit.

- Make final approvals on local publicity and advertising.
- Order badges for booth personnel.

### Two months in advance

- Send list of booth personnel to fair management.
- Send invitations to potential customers and agents to visit your display, reception, etc.
- Recheck travel arrangements.

### One month in advance

- Check on delivery of exhibit, equipment and supplies.
- Arrange for exhibit repacking and return.
- Check on booth construction.

### Week before the show

- Check hospitality arrangements.
- Set up on-site meetings and rehearsals.
- Check on arrival and clearance of your exhibit and supplies.
- Prepare tool kit for emergency repairs to display units and equipment.
- Meet with photographer, arrange for desired photos.
- Prepare lists of all important telephone numbers (fair manager, security, decorator, maintenance, freight handler, etc.).
- Inform your office in Canada of your exhibit and hotel telephone numbers.



### **Day before show opens**

- Perform final check on booth, furniture and equipment.
- Finalize booth staffing schedules.
- Survey entire fair. See what competitors are doing and note ideas for your next exhibit.

### **During the fair**

- Schedule daily breakfast meetings to brief staff on day's activities.
- Check on the competition every day.
- Seek out foreign manufacturers of complementary product lines to discuss possibility of their distributing your products in their home markets.

- Hold debriefing meeting with permanent and locally hired staff to discuss their observations, recommendations and suggestions for improvements for future exhibitions.
- Inform trade commissioner of your assessment of your participation and of your future plans for that market.
- Check back with the trade officers in the DRIE regional office after you return to Canada, and brief personnel on your participation at the fair.

### **After the fair**

- Arrange the repacking and return of your exhibit/equipment.
- Check bills and service charges.
- Plan to spend a day or two after the fair to train any agents appointed, follow up local contacts, and visit the marketplace to note competitive products, prices, presentation and local advertising practices.
- Write follow-up letters to all promising contacts made at the fair.

**Export jargon**

**C.I.F. (Cost, Insurance, Freight)**

The exporter pays the cost of the goods, cargo insurance and all transportation charges to the named point of destination.

**Canadian and foreign port charges**

Charges for unloading or storing goods and for dock space before loading on a ship.

**Certificate of origin**

A certification of the country where the product was made.

**Commercial invoice**

Prepared by the exporter or the forwarder. It is needed by the buyer to show ownership and arrange for payment to the exporter.

**Consular invoice**

May be required by certain foreign governments to have tighter control over their imports. A consular invoice requires approval of that country's consulate in Canada and frequently involves a fee.

**Countertrade**

A generic term encompassing export transactions where a sale to the purchaser is conditional upon a reciprocal purchase or undertaking by the exporter. Forms of these may include counterpurchase, barter, compensation or offsets.

**Customs documentation**

Special documents required by some countries to identify the origin and/or value of the shipment.

**Customs invoice**

Prepared by exporter or forwarder, this is a copy of the seller's commercial invoice, describing the goods bought. Customs invoices are used for import clearances and, occasionally, vary from commercial invoices.

**Dock and warehouse receipt**

Domestic Bill of Lading needed for contracting with trucking firm or railroad, to ship goods from the exporter's loading dock to the port.

**Export declaration**

Prepared by exporter or freight forwarder for shipments valued in excess of a specified amount.

**Export licence**

May be required for some export shipments, for example, strategic goods.

**Export Management Company (EMC)**

An independent firm which acts as the exclusive sales department for non-competing manufacturers. There is usually a formal agreement to manage the manufacturer's exports. Some act as an agent for the manufacturer and, in such cases, are paid a commission on the export sales. Others operate on a 'buy-sell' basis, that is, EMCs buy from their manufacturers at a set price, and resell to foreign customers.

**Ex-factory**

The price of goods at the exporter's loading dock, i.e., the buyer owns the goods at that point and bears all the risks and cost for subsequent delivery.

**Ex-works price**

This price normally includes export credit insurance, financing charges and the profit margin. It excludes any costs that relate specifically to the home sales operation.

**F.A.S. (Free Along Side)**

The price of goods to delivery on the docks during loading. The buyer becomes responsible for the goods once they are on the docks alongside the ship.

**F.O.B. (Free on Board)**

The prices of goods on board the specified vessel at the specified port of shipment. If you have quoted F.O.B. prices, you are responsible for the shipment until it is loaded on board. This could cause problems in the event of a dock strike.

**Financing charges**

Bank fees and interest charges for handling payments, or for financing shipments.

**Freight forwarder charges**

Charges for the use of internal freight forwarders.

**Import tariffs**

Foreign government taxes levied on exports.

**Insurance certificate**

Prepared by the exporter and his forwarder to indicate insurance of the goods against loss or damage.

**Insurance costs**

Cargo insurance to cover the risks of shipping.

**Letters of credit (L/C)**

An arrangement whereby an importer arranges with his bank to transfer the amount of the transaction to a Canadian bank for payment to the exporter. This amount is available to the exporter provided the requirements of the letter of credit are met. When the exporter presents his invoices and shipping documents to the bank, he receives immediate payment.

**Ocean (or Airway) bill of lading**

Prepared by the carrier or freight forwarder as a contract between the owner of the goods and the carrier. It is needed by the buyer in order to take possession of the goods.

**Packing lists**

Prepared by the exporter to show the quantity and type of merchandise shipped.

**Trading houses**

Companies specializing in the exporting, importing and third-country trading in goods and services produced by others and provide related export services. They may act on a merchant or agent basis.

## Other helpful publications

- *Canadian Trade Representatives Abroad* – an External Affairs publication which lists Canadian missions abroad with foreign trade, investment and tourism promotion responsibilities. (Available from Info Export, see page 14 )
- *Export Guide – A Practical Approach* – an External Affairs publication with valuable information for exporters. (Available from Trade Development Liaison and Special Projects Division (TPL), Tel: (613) 996-7167)
- *CanadExport* – an External Affairs twice monthly newsletter that provides advice and information for Canadian exporters. (Available on subscription from Info Export, see page 14 )
- *Guides for Canadian Exporters* – a variety of country-specific booklets containing detailed information about the country of interest such as an economic overview, tips on doing business, customs and foreign exchange regulations. (Available from Info Export, see page 14 )



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