



# Guide to Online Export Resources

ESSENTIAL RESOURCES FOR SUCCESS

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# Guide to Online Export Resources

## HELPING YOU TO SUCCEED IN THE GLOBAL MARKETPLACE

The opportunities for Ontario companies in the export market are immense. The dismantling of trade barriers means that small and large companies are better able to participate in the global marketplace.

Exporting requires detailed thinking, careful planning and getting the right information at the right time. Knowing where to look for information on the unique opportunities and challenges of foreign markets is the first step to export success.

In today's world there is a massive amount of information online, and it can be overwhelming to try to filter through it all. The *Guide to Online Export Resources* is designed to help you do just that, identifying key sources of web-based information on a variety of export-related topics for your further research.

The Ontario Ministry of Citizenship, Immigration and International Trade is here to help you as well. We can assist you in analyzing some of the top issues you need to consider. We can offer practical advice, whether your firm is new to exporting or experienced and looking to expand your export programs.

For more information about programs and services that can help you expand your business through exports, please contact us.

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Immigration and International Trade**

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## **Disclaimer**

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# 1. Introduction



Export success is a journey, not a destination and it takes more than luck to become globally successful. It requires commitment, hard work and patience. Favourable outcomes often depend on finding suppliers with the right combination of location and infrastructure support in an economic environment that enhances competitiveness.

The Ontario government knows that Ontario companies have the skilled people, resources, products, technologies and business expertise necessary to develop and deliver exactly what customers around the world need.

We also know that exporting poses a number of challenges and we are here to help. Before you start, no matter how much experience you have with exporting, we have programs and services to suit your needs. Are you ready to export, or do you need help getting ready?



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# International Trade Programs and Services

Through our International Trade Branch, the Ontario Ministry of Citizenship, Immigration and International Trade offers Ontario companies a continuum of services, from export education and counselling to market information, product promotion, market contacts, financing and more. Complementing these programs and services is the strong marketing expertise of our experienced staff, gained over many years of international export consulting.

Our team of knowledgeable export professionals can assist you to develop and pursue targeted export strategies for international markets. The Branch's International Market Consultants provide the following core programs and services:

## ONE-ON-ONE EXPORT AND MARKET CONSULTING

Through one-on-one consulting, our team of international trade specialists assists small and medium-sized companies to evaluate their export readiness, identify the right markets and export opportunities for their product or services, and develop targeted market access and expansion strategies. Our trade specialists provide guidance on doing business in markets worldwide, and assist companies to qualify local representatives.

## COMMUNITY EXPORT DEVELOPMENT

Working with economic development organizations across Ontario, the Ministry delivers exporter education to potential, new and experienced exporters through hands-on seminars and workshops such as First Steps in Exporting, International Market Research, U.S. Customs, NAFTA Documentation, Harmonized Tariff Classification as well as the New Exporter to Border States (NEBS) program.

## NEW EXPORTERS TO BORDER STATES (NEBS) PROGRAM

The Ministry's 2-day NEBS mission to Buffalo is a practical, hands-on introduction to the basics of exporting to the United States. The program provides a working knowledge of the practical cross-border aspects of doing business in the United States. Up-to-date information on U.S. immigration and business visa requirements, U.S. federal and state tax liability issues, currency exchange strategies, corporate and legal considerations as well as U.S. Customs clearance documentation requirements is provided in the program. A site visit to a fulfillment warehouse is also included. An intensive, half-day version of this program is also delivered across the province.

## SEMINARS AND WORKSHOPS

Market-specific seminars, webinars and exporter workshops enable Ontario exporters to explore the opportunities in key markets worldwide, develop knowledge of the export fundamentals, and learn about successful market access strategies.

## VIRTUAL TRADE MISSIONS

Using videoconferencing, the International Trade Branch hosts virtual trade missions between Ontario exporters and foreign business people and markets experts. Virtual trade missions offer a cost-effective means to identify new export opportunities, showcase your company, and “meet” with potential partners abroad.

## TRADE MISSIONS AND SHOWS

The International Trade Branch introduces Ontario exporters to potential customers, distributors and decision-makers by organizing outbound business-to-business missions and Ontario showcases at key international trade shows. Participating Ontario companies can explore new market opportunities and gain international exposure and access to key contacts in priority markets worldwide.

## INTERNATIONAL TRADE DEVELOPMENT REPRESENTATIVES (ITDRs)

In Brazil, Chile, Mexico, ASEAN, the United Arab Emirates and Israel (2016), the International Trade Branch has retained ITDRs to provide in-market assistance to Ontario exporters. The ITDRs provide market information, assist in identifying potential business partners and advise on the regulatory environment and import requirements.

For more information on our programs and services, or to speak directly with an international market consultant, please call 416-314-8200 or 1-877-46-TRADE (468-7233) toll-free. You can also email [trade.officer@ontario.ca](mailto:trade.officer@ontario.ca) or visit our website at [ontario.ca/export](http://ontario.ca/export).

# 2. Guides and Workshops

## 2a. Guides – General

## 2b. Guides – Country-Specific

## 2c. Guides – Sector-Specific

## 2d. In-Person Workshops and Guidance



This section provides links to web resources and training programs that help new-to-exporting businesses understand the export process. Companies in all industry sectors will find the general guides in 2a helpful, and more specific insights will be found in the country-specific and industry-specific guides described in 2b and 2c respectively. In-person workshops and business advisory services 2d offer not only a succinct introduction to exporting, but also the opportunity to ask for more detailed explanations of specific issues.



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## 2a. Guides – General

### GETTING READY TO EXPORT GUIDE

[www.ontario.ca/page/learn-export](http://www.ontario.ca/page/learn-export)

#### **Ministry of Citizenship, Immigration and International Trade (MCIIT)**

A detailed guide for businesses new to exporting, including how to determine if your company is ready to export, how to develop an export plan and how to make international contacts. Part One focusses on first steps in export and includes FAQ: Top Ten Questions about Exporting; Part Two describes how to develop an export plan, financing exports and export opportunities; and Part Three explains how to develop export markets. The appendix includes contacts and resources, and some sample forms required to export, e.g. NAFTA Certificate of Origin, commercial invoice.

### STEP-BY-STEP GUIDE TO EXPORTING

[www.tradecommissioner.gc.ca/eng/guide-exporting.jsp](http://www.tradecommissioner.gc.ca/eng/guide-exporting.jsp)

#### **Global Affairs Canada**

A guide to getting started, assessing your company's export readiness, developing an export plan, identifying your target market, developing your export marketing strategy, entering the target market, identifying shippers and shipping, planning your export financing, understanding the legal side of international trade, and e-business for exporters. Appendices include: Your Exporting Checklist, Resources for Exporters, and Glossary of International Trade Terms.

## INTRODUCTION TO EXPORTING – HOW TO SELL TO INTERNATIONAL MARKETS

[www.edc.ca](http://www.edc.ca) (under Knowledge Centre, click on Publications)

Or go to: [www.edc.ca/EN/Knowledge-Centre/Publications/Pages/intro-to-exporting.aspx](http://www.edc.ca/EN/Knowledge-Centre/Publications/Pages/intro-to-exporting.aspx)

### **Export Development Canada (EDC)**

An introductory guide to doing business globally. Chapters include: Approaching a new market, Establishing your presence abroad, Dealing with international contracts, Getting paid, Financing your exports, Trade compliance and trade barriers, Logistics and delivery, The legal dimension, Maintaining the relationship, Major opportunity markets, and EDC financing solutions at work. (Registration required.)

## A BASIC GUIDE TO EXPORTING

<https://new.export.gov/basic-guide>

### **U.S. Trade Information Center**

Written for U.S. small businesses, this guide's chapters include useful material for Canadian companies: Developing a strategy; Developing a marketing plan; Methods and channels; Finding qualified buyers; Exporting services; International legal considerations; e-exporting tools for small businesses; Shipping your product; Pricing, quotations and terms; Methods of payment; Business travel abroad; and Selling overseas and after-sales service. Appendix includes a glossary of terms used.

## EXPORT BUSINESS PLANNER

[www.sba.gov/exportbusinessplanner](http://www.sba.gov/exportbusinessplanner)

### **U.S. Small Business Administration**

The Export Business Planner is a free, customizable tool for small business owners who are exploring exporting. The planner is structured with two primary content areas: informational pages and customizable worksheets enabling the user to work through the process. It includes templates, resources and a glossary of export terms.

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## 2b. Guides – Country Specific

### EXPORTING TO THE UNITED STATES – A GUIDE FOR CANADIAN BUSINESSES

[www.tradecommissioner.gc.ca/eng/exporting-to-united-states.jsp](http://www.tradecommissioner.gc.ca/eng/exporting-to-united-states.jsp)

#### **Global Affairs Canada**

An introductory guide that includes up-to-date information on legal issues, basics of export financing, immigration and business travel, labelling and marking, packaging, U.S. border security, and dealing with U.S. Customs.

### NAVIGATING THE U.S. MARKET

[www.edc.ca](http://www.edc.ca) (under Knowledge Centre, click on Publications)

Or go to: [www.edc.ca/EN/Promotions/us-guide/Pages/default.aspx](http://www.edc.ca/EN/Promotions/us-guide/Pages/default.aspx)

#### **Export Development Canada (EDC)**

Chapters include: The U.S. market, U.S. regional markets, Key opportunity sectors, Preparing to export, Going to the U.S., Market entry, Setting up a U.S. company, Investing in the U.S., Contracts, Financing, Trade compliance, and Logistics. (Registration required.)

### DOING BUSINESS IN THE ANDEAN MARKET

[www.edc.ca](http://www.edc.ca) (under Knowledge Centre, click on Publications)

Or go to: [www.edc.ca/EN/Promotions/Documents/doing-business-in-andean-market.pdf](http://www.edc.ca/EN/Promotions/Documents/doing-business-in-andean-market.pdf)

#### **Export Development Canada (EDC)**

Chapters include an overview of future prospects and tips for doing business in the region, plus separate chapters on Bolivia, Colombia, Ecuador, Peru and Venezuela. Each country chapter summarizes opportunities for exporters and investors, establishing your presence, financing, and delivering. (Registration required.)

## DOING BUSINESS IN AUSTRALIA

[www.pwc.com.au/asia-practice/assets/doing-business-australia-english-2014.pdf](http://www.pwc.com.au/asia-practice/assets/doing-business-australia-english-2014.pdf)

### **PwC**

Contents include: Introducing Australia, Foreign investment in Australia, Structure of business entities, Australian Securities Exchange (ASX), Visa and immigration for business, Corporate tax, Goods and Services Tax (GST), Personal tax, Overview of Australian employment law, Intellectual property, Consumer law, Anti-trust and competition law, and Environmental law in Australia.

## DOING BUSINESS IN BRAZIL

[www.edc.ca](http://www.edc.ca) (under Knowledge Centre, click on Publications)

Or go to: [www.edc.ca/EN/Promotions/Documents/doing-business-in-brazil.pdf](http://www.edc.ca/EN/Promotions/Documents/doing-business-in-brazil.pdf)

### **Export Development Canada (EDC)**

Chapters include: Understanding Brazil, Major opportunity sectors, Investing in Brazil, Establishing your presence in Brazil, Finance and tax systems, The legal perspective, Delivering your exports, Getting paid, and Key contacts. (Registration required.)

## DOING BUSINESS IN CHINA

[www.edc.ca](http://www.edc.ca) (under Knowledge Centre, click on Publications)

Or go to: [www.edc.ca/EN/Promotions/Documents/doing-business-with-china.pdf](http://www.edc.ca/EN/Promotions/Documents/doing-business-with-china.pdf)

### **Export Development Canada (EDC)**

Chapters include: China's business environment, Entering China's markets, Establishing your presence in China, Going to China, Opportunities for Canadian exporters, Finances and taxation, The fine print (legal issues), and Delivering to China. (Registration required.)

## GUIDE TO DOING BUSINESS IN CHINA

[economists-pick-research.hktdc.com/business-news/article/Research-Reports/Guide-to-Doing-Business-in-China-2015/books/en/1X2Z63N4/1X0A1KZD.htm](http://economists-pick-research.hktdc.com/business-news/article/Research-Reports/Guide-to-Doing-Business-in-China-2015/books/en/1X2Z63N4/1X0A1KZD.htm)

### **Hong Kong Trade Development Council**

Includes information on application procedures for establishing foreign invested enterprises (FIEs), import and export administration, entry-exit inspection and quarantine, tax administration, foreign exchange control, enterprise financial and accounting systems, staff recruitment, and the legal system. (\$)

## NAVIGATING THE BUSINESS ENVIRONMENT IN CHINA

[tradecommissioner.gc.ca/world-monde/sme\\_gateway\\_china-portail-pme-chine.aspx?lang=eng](http://tradecommissioner.gc.ca/world-monde/sme_gateway_china-portail-pme-chine.aspx?lang=eng)

### **Global Affairs Canada**

Covers due diligence and fraud awareness, laws and regulations, intellectual property protection, establishing a business presence in China, taxation, human resources, financing, product sourcing and market and sector reports.

## EXPORTING TO THE EU – A GUIDE FOR CANADIAN BUSINESS

[www.entreprisecanadanetwork.ca/\\_uploads/resources/Exporting-to-the-EU-A-Guide-for-Canadian-Business-en.pdf](http://www.entreprisecanadanetwork.ca/_uploads/resources/Exporting-to-the-EU-A-Guide-for-Canadian-Business-en.pdf)

### **Global Affairs Canada**

The purpose of this guide is to provide Canadian companies, especially small and medium-sized firms, with an overview of European Union legislation affecting their exports to Europe. Contents include customs, EU sanitary and phytosanitary requirements, product safety, packaging and labelling, EU consumer rights, intellectual property, government (public) procurement and business travel.

## IXPOS, YOUR BUSINESS IN GERMANY

[www.ixpos.de](http://www.ixpos.de)

### **Germany Trade & Invest**

The MarketPlace Germany section of this website describes the infrastructure, federal states, and business travel. Market Entry covers tax and duty, import regulations, standards and distribution channels. Business Sectors provides statistics, market access issues and distribution channels for 9 industry sectors: automotive, chemicals, consumer goods, machinery and equipment, medical technology, metal and metal processing, renewable energy, and service industries.

## DOING BUSINESS IN INDIA

[www.edc.ca](http://www.edc.ca) (under Knowledge Centre, click on Publications)

Or go to: [www.edc.ca/EN/Promotions/Documents/doing-business-with-india.pdf](http://www.edc.ca/EN/Promotions/Documents/doing-business-with-india.pdf)

### **Export Development Canada (EDC)**

Chapters include: Overview of the Indian market, Priority sectors for Canadian exporters, Investing in India, Contracts and Legalities, Regulations, Payments and financing, Key resources for doing business in India. (Registration required.)

## GUIDEBOOK FOR EXPORT TO JAPAN

[www.jetro.go.jp/en/reports/market](http://www.jetro.go.jp/en/reports/market)

### **Japan External Trade Organization (JETRO)**

Market information for selected goods, introducing updated market trends, statistics, relevant regulations as well as import procedures. Market reports include foods, cosmetics, precious metal and jewellery, apparel products and materials, building stone and tiles.

## DOING BUSINESS IN MEXICO

[www.edc.ca](http://www.edc.ca) (under Knowledge Centre, click on Publications)

Or go to:[www.edc.ca/EN/Promotions/Documents/doing-business-with-mexico.pdf](http://www.edc.ca/EN/Promotions/Documents/doing-business-with-mexico.pdf)

### **Export Development Canada (EDC)**

Chapters include: Understanding the Mexican market, Opportunities for Canadian exporters, Opportunities for Canadian investors, Establishing your presence in Mexico, Finances and taxation, The legal perspective, and Delivering to Mexico. (Registration required.)

## DOING BUSINESS IN THE NETHERLANDS

[www.pwc.nl/nl/publicaties/doing-business-in-the-netherlands.html](http://www.pwc.nl/nl/publicaties/doing-business-in-the-netherlands.html)

### **PwC**

Guide to key aspects of doing business and investing in the Netherlands. The chapter 'Introduction to the Netherlands' offers general information about the Netherlands, for example about the location, industries and business segments, living in the Netherlands and the workforce. The forms of business used in the Netherlands are also described. And there are separate sections for human resources, employment law, and audit and accountancy.

## DOING BUSINESS IN PANAMA

[www.edc.ca](http://www.edc.ca) (under Knowledge Centre, click on Publications)

Or go to:[www.edc.ca/EN/Promotions/Documents/doing-business-with-panama.pdf](http://www.edc.ca/EN/Promotions/Documents/doing-business-with-panama.pdf)

### **Export Development Canada (EDC)**

Chapters include: Understanding the Panamanian market, Opportunities for Canadian exporters, Opportunities for Canadian investors, Establishing your presence in Panama, Finances and taxation, The legal perspective, and Delivering to Panama. (Registration required.)

## DOING BUSINESS IN SOUTHEAST ASIA

[www.edc.ca](http://www.edc.ca) (under Knowledge Centre, click on Publications)

Or go to: [www.edc.ca/EN/Promotions/Documents/doing-business-in-southeast-asia.pdf](http://www.edc.ca/EN/Promotions/Documents/doing-business-in-southeast-asia.pdf)

### **Export Development Canada (EDC)**

Chapters include an overview of future prospects and tips for doing business in the region, plus separate chapters on Cambodia, Indonesia, Laos, Malaysia, The Philippines, Singapore, Thailand, and Vietnam. Each country chapter summarizes opportunities for exporters and investors, establishing your presence, financing, and delivering. (Registration required.)

## DOING BUSINESS IN TAIWAN

[www.pwc.tw/en/publications/doing-business-in-taiwan.html](http://www.pwc.tw/en/publications/doing-business-in-taiwan.html)

### **PwC**

Guide for foreign companies and investors entering the Taiwan market for the first time or growing their existing business. Subjects covered include business environment, set up and investment, labour and employment, accounting and audit, corporate taxation, personal taxation, and other taxes. (Registration required.)

## DOING BUSINESS IN THE UNITED ARAB EMIRATES

<http://tradecommissioner.gc.ca/united-arab-emirates-emirats-arabes-unis/market-facts-faits-sur-le-marche/134331.aspx?lang=eng>

### **Global Affairs Canada**

Provides an overview, gives trade statistics between Canada and UAE, and advice on entering the market as well as links to more information.

## UHY – DOING BUSINESS GUIDES

[www.uhy.com/category/publications/doing-business-guides](http://www.uhy.com/category/publications/doing-business-guides)

### UHY

UHY is a network of independent accounting and consulting firms. Prepared by UHY's member firms, each Doing Business guide covers country-specific business information you need to consider should you wish to pursue business interests there. Contents typically include business environment, foreign investment, setting up a business, labour, taxation, and accounting and reporting. Guides are currently available for more than 80 jurisdictions, from Albania to Vietnam.

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## 2c. Guides – Sector-Specific

### FOLLOWING THE ROAD SIGNALS OF EXPORT-READINESS: LEARN MORE ABOUT AGRI-FOOD AND SEAFOOD EXPORTING

[www5.agr.gc.ca/resources/prod/Internet-Internet/MISB-DGSIM/ATS-SEA/PDF/4330-eng.pdf](http://www5.agr.gc.ca/resources/prod/Internet-Internet/MISB-DGSIM/ATS-SEA/PDF/4330-eng.pdf)

#### **Agriculture and Agri-Food Canada**

Uses the system of traffic lights to show three stages of export readiness: Red – identifying your first, most basic priorities; Amber – the secondary, more detailed preparatory measures; Green – which involves evaluating your export preparedness before moving forward in your venture. Chapters include: Your company, Your product, Export preparation, Market entry and distribution, Pricing, and Promotion.

### THE ART OF EXPORT MARKETING-CULTURAL PRODUCTS AND SERVICES

[www.culturalhrc.ca/em/index-e.php](http://www.culturalhrc.ca/em/index-e.php)

#### **Cultural Human Resources Council**

Provides information to help artists and cultural workers understand the skills needed to export their work to international markets; and guides them with a list of tools and websites for essential exporting information. Link to Export Marketing Competency Profile. (\$)

## CRAFT EXPORT READINESS

[craftontario.com](http://craftontario.com)

### **Craft Ontario**

The Craft Export Readiness database is built for the craftsperson, artist, gallery owner, educator, manager, or collector who wants to explore exporting to the United States. The database includes marketing information (pre-export), U.S. markets and lists of U.S. galleries, museum shops, schools, etc., nitty-gritty how to export, and art-specific concerns such as temporary exports for exhibitions abroad, and import of raw materials and new works made at art residencies abroad. (For members only.)

## EXPORTING APPAREL TO THE USA

[www.milgram.ca/ignitionweb/data/ddm/482/Cdn\\_Apparel\\_Export\\_Guide.pdf](http://www.milgram.ca/ignitionweb/data/ddm/482/Cdn_Apparel_Export_Guide.pdf)

### **Milgram and Company Ltd.**

Written for the Apparel Human Resources Council, this guide covers U.S. import entry procedures, tariff classification, valuation, marking, labelling and country of origin, NAFTA rules of origin, tariff preference levels (TPLs), drawbacks, record keeping, China safeguard quotas and sample forms.

## MARKETING GUIDE FOR FINE CONTEMPORARY CRAFT IN THE UNITED STATES

[canadiancraftsfederation.typepad.com/files/marketing-guide.pdf](http://canadiancraftsfederation.typepad.com/files/marketing-guide.pdf)

### **Global Affairs Canada**

This source, for craftspersons interested in entering U.S. markets or expanding their U.S. exposure, features 30 pages of advice on dealing with American markets, plus profiles of some 140 American craft galleries that are interested in carrying Canadian work.

## ENTERING FOREIGN MARKETS: AN OPPORTUNITY FOR ONTARIO'S WOOD PRODUCTS INDUSTRY

<https://fpinnovations.ca/products-and-services/market-and-economics/Documents/2012-ontarios-wood-products-industry.pdf>

### **FP Innovations**

Provides a summary of the 2011 survey of Ontario wood products manufacturers, which aimed to identify export barriers and determine where, and what type of, export assistance was required.

## KPMG COUNTRY MINING GUIDES

[www.kpmg.com/Ca/en/industry/Mining/Pages/Country-mining-guides.aspx](http://www.kpmg.com/Ca/en/industry/Mining/Pages/Country-mining-guides.aspx)

### **KPMG**

Guides for Brazil, Chile, Mexico and Peru provide a general overview of the type of government, economy and fiscal policy, regulatory and sustainability environment, taxation, infrastructure, labour relations and employment situation, inbound and outbound investment, key commodities and a list of major mining companies.

## U.S. GOVERNMENT PROCUREMENT

[www.international.gc.ca/sell2usgov-vendreagouvusa/index.aspx](http://www.international.gc.ca/sell2usgov-vendreagouvusa/index.aspx)

### **Global Affairs Canada**

This guide will help companies through the process of selling to U.S. government agencies. Sections include: Buy America(n) Essentials (how to apply to specific sectors); Procurement Basics (including a useful chart of U.S. content requirements); How the U.S. Buys (different methods for handling acquisitions, solicitations and contracts); Identifying Opportunities and Marketing; and State and Local Government Opportunities.

## COUNTRY COMMERCIAL GUIDES

[www.export.gov/ccg/](http://www.export.gov/ccg/)

### **U.S. Commercial Service**

Country-specific guides written for U.S. exporters. Each guide includes information on market challenges and opportunities, political and investment environment, trade regulations, customs and standards, financing and much more. (No U.S. guide.)

## BUSINESS OPPORTUNITIES: DEVELOPMENT AND HUMANITARIAN AID MARKETS

[www.tradecommissioner.gc.ca/eng/development-humanitarian-aid-markets/index.jsp](http://www.tradecommissioner.gc.ca/eng/development-humanitarian-aid-markets/index.jsp)

### **Global Affairs Canada**

This website describes how projects are developed and carried out, how development and humanitarian procurement works, where to find detailed information about procurement and how to identify business opportunities. Links to development banks and aid agencies, and provides market information and reports. Includes a Partnering Guide for successful partnerships with international financial institutions.

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## **2d. In-Person Workshops and Guidance**

## INTERNATIONAL TRADE TRAINING PROGRAMS

[www.canadabusiness.ca/eng/page/2700](http://www.canadabusiness.ca/eng/page/2700)

### **Canada Business Network**

A listing of federal and provincial trade training programs, with links to the training and events pages of Export Development Canada, the Ontario government, and more.

## SMALL BUSINESS ENTERPRISE CENTRES

[ontario.ca/sbec](http://ontario.ca/sbec)

### **Ministry of Economic Development, Employment and Infrastructure (MEDEI)**

Small Business Enterprise Centres (SBECs) provide entrepreneurs with all the tools they need to start and grow their businesses. Each centre is staffed with dedicated business professionals who help you determine what you need to do before, during and after launching your business.

## BUSINESS ADVISORY SERVICES

[www.ontario.ca/page/high-growth-firms-resources](http://www.ontario.ca/page/high-growth-firms-resources)

### **Ministry of Economic Development, Employment and Infrastructure (MEDEI)**

The Ministry has several Business Advisory Services offices across the province to assist Ontario businesses. By assessing your firm's current situation and outlining options for achieving future growth, Ministry staff can connect you to people, information and business resources to make the difference to your company's competitiveness and profitability.

## PROGRAMS AND SEMINARS – LEARN TO EXPORT

[www.ontario.ca/page/learn-export](http://www.ontario.ca/page/learn-export)

### **Ministry of Citizenship, Immigration and International Trade (MCIIT)**

The International Trade Branch of the Ministry holds export seminars, workshops, roundtable discussions and networking opportunities across the province and throughout the year. The seminars focus on topics of interest to businesses seeking to begin, expand and diversify their export base. Export seminars are generally customized to suit local needs and are organized in partnership with Business Advisory Services as well as local industry associations, municipalities, local chambers, businesses and non-profit organizations.

## NEW EXPORTERS TO BORDER STATES

[www.ontario.ca/page/learn-export](http://www.ontario.ca/page/learn-export)

### **Ministry of Citizenship, Immigration and International Trade (MCIIT)**

The New Exporters to Border States (NEBS) program introduces exporters to the fundamentals of exporting to the United States. Offered as either a two-day, hands-on workshop or as a half-day seminar, NEBS provides expert briefings on the practical aspects of doing business in the U.S., including U.S. customs procedures and documentation requirements; the identification and management of agents and distributors; warehouse distribution fulfillment options; banking, corporate and other legal considerations; federal and state tax as well as business immigration requirements. (\$)

## PROFIT – NEW TO EXPORTING SEMINAR

[www.omafra.gov.on.ca/english/food/events/profitgen.htm](http://www.omafra.gov.on.ca/english/food/events/profitgen.htm)

### **Ministry of Agriculture, Food and Rural Affairs (OMAFRA)**

The two-day PROFIT seminar, featuring speakers who are experts in their field, is a hands-on orientation covering the basic requirements for food and beverage exporters. Topics discussed include export financing, product labelling, U.S. tax laws, food brokerage, food distribution, food and drug regulations, customs and customs brokerage. The export development services provided by Ontario Food Exports are also explained. (\$)

## AGRICULTURE GOING GLOBAL WORKSHOPS

[www.cahrc-ccrha.ca/resources/agriculture-going-global-workshops](http://www.cahrc-ccrha.ca/resources/agriculture-going-global-workshops)

### **Canadian Agricultural Human Resource Council and Forum for International Trade Training (FITT)**

Four workshops: Opportunity identification, international marketing, market entry, and trade finance. Each 3-hour workshop is designed to be delivered in a classroom setting and includes a participant manual. The workshops can be delivered by export service providers, educational institutions, industry associations, and private companies. (\$)

## GLOBAL BUSINESS ENVIRONMENT COURSE

[fittfortrade.com/global-business-environment](http://fittfortrade.com/global-business-environment)

### **Forum for International Trade Training (FITT)**

This course within the FITTskills program covers the context in which international trade takes place and the opportunities and challenges it represents for business, as well as discussion on ethical issues businesses face today. Topics include a code of conduct for international trade professionals, human rights, ethical practices, diversity in the workplace and the environment. Cultural aspects of international business and the importance of e-commerce for facilitating international trade are also addressed in this course content. (\$)

## BASICS OF EXPORTING WORKSHOP

[www.cfea.com](http://www.cfea.com)

### **Canadian Food Exporters Association**

This workshop assists potential exporters in developing an export strategy and selecting potential markets.

## CIFFA WORKSHOPS

[www.ciffa.com/education](http://www.ciffa.com/education)

### **Canadian International Freight Forwarders Association (CIFFA)**

CIFFA's training workshops include classroom-based and web-based training on Cargo Insurance, Incoterms®, Essentials of Exporting and Letters of Credit – all of which are essential for new and smaller exporters. (\$)

# 3. Financial Aspects of Exporting

## 3a. Export Finance – Guides and Programs

## 3b. Costing and Pricing

## 3c. Insurance, Getting Paid



This section brings together several areas that relate to the financial side of exporting. Some government programs deliver financial support, while other resources provide an overview of issues (3a). Some resources (3b) give guidance on determining the costs associated with exporting, which will affect the final price in the foreign market. Other resources (3c) describe the various methods of payments to be negotiated with the foreign buyer, and export insurance programs that are available to mitigate financial risk.



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## 3a. Export Finance – Guides and Programs

### GROW YOUR INTERNATIONAL SALES

[www.edc.ca/EN/Our-Solutions/Documents/grow-your-international-sales.pdf](http://www.edc.ca/EN/Our-Solutions/Documents/grow-your-international-sales.pdf)

#### **Export Development Canada (EDC)**

Export Development Canada offers a range of financing solutions to help Canadian companies and their international customers capitalize on trade opportunities. This page describes EDC services such as Export Guarantee Program, Supplier Financing, Equity Investments, Project Financing, and Source Buyer Financing.

### EARLY STAGE EXPORTERS PROGRAM

[www.occ.ca/programs/early-stage-exporters](http://www.occ.ca/programs/early-stage-exporters)

#### **Ontario Chamber of Commerce (OCC)**

This fund supports smaller companies with sales from \$300,000-\$500,000 and 3+ employees to develop and grow their export markets. Four categories of export activities are funded: direct contacts, marketing tools, market research and foreign bidding projects. Companies must be in an identified priority sector.

### EXPORT MARKET ACCESS PROGRAM

[exportaccess.ca/en/home](http://exportaccess.ca/en/home)

#### **Ontario Chamber of Commerce (OCC)**

The Export Market Access grant program is designed to assist Ontario small to medium size organizations to access and expand their growth in foreign markets. Eligibility: 5+ employees and annual sales of \$500,000+. Grants to cover up to 50% of eligible costs incurred to develop export sales. Eligible activities include market research, marketing tools, direct contacts and foreign bidding projects.

## ONTARIO EXPORTERS FUND

[www.ontarioexporters.ca/home](http://www.ontarioexporters.ca/home)

### **Ontario Chamber of Commerce (OCC)**

The Ontario Exporters Fund is a grant program designed to assist businesses to develop focused export programs. It covers up to 50% of the cost (up to \$80,000) to hire an Export Manager for 2 years to develop an international business plan and increase access to international export markets. Eligibility: currently established and operating in Ontario for 2+ years with 5 to 500 employees and annual sales of \$1-\$20 million with 10%-50% in export sales, and in one of the priority sectors of the Government of Ontario.

## CANADIAN INTERNATIONAL INNOVATION PROGRAM

[www.tradecommissioner.gc.ca/eng/funding/ciip/ciip.jsp](http://www.tradecommissioner.gc.ca/eng/funding/ciip/ciip.jsp)

### **Global Affairs Canada**

This program fosters and supports collaborative industrial research and development projects with high potential for commercialization between Canada and partner countries. It also stimulates bilateral science and technology networking and matchmaking activities to further new partnerships and accelerate the commercialization of research and development. There are three types of eligible R&D projects: technology adaptation, technology validation, and technology co-development.

## GRANTS AND FINANCING

[www.canadabusiness.ca/eng/page/2868/](http://www.canadabusiness.ca/eng/page/2868/)

### **Canada Business Network**

This page provides useful links to government grants and financing, private sector financing, accessing equity financing, etc. The topics are not specific to international trade, but provide a helpful overview of general sources of business financing.

## TRADE BASICS FOR EXPORTERS

[www.rbcroyalbank.com/commercial/international/res-ex-index.html](http://www.rbcroyalbank.com/commercial/international/res-ex-index.html)

### **RBC Global Services**

RBC Royal Bank website provides basic information on the financial aspects of international trade. Sections: The Contract: managing trade risk, trade finance solutions, elements of a sales contract, pre-shipment financing, credit insurance, and bidding on overseas contracts; Shipment: shipping guidelines, common trade documentation, and insurance coverage; and Payment: methods of payment, and costs.

## GUIDE TO GOING GLOBAL: TAX

[www.dlapiper.com/en/canada/insights/publications/2015/04/guide-to-going-global-tax](http://www.dlapiper.com/en/canada/insights/publications/2015/04/guide-to-going-global-tax)

### **DLA Piper**

This downloadable guide covers 22 jurisdictions: Australia, Austria, Brazil, Canada, China, Denmark, France, Germany, India, Ireland, Italy, Japan, Mexico, Poland, Singapore, Spain, Sweden, Switzerland, Taiwan, Turkey, UK, and the U.S. The guide addresses common tax questions by jurisdiction, including taxation of resident companies and non-resident companies, withholding taxes and employment tax issues.

## DOING BUSINESS IN THE UNITED STATES: A GUIDE TO THE KEY TAX ISSUES

[www.pwc.com/us/en/tax-services/publications/assets/doing-business-in-the-us-2014.pdf](http://www.pwc.com/us/en/tax-services/publications/assets/doing-business-in-the-us-2014.pdf)

### **PwC**

Contents include federal tax issues, state and local tax issues, U.S. tax treaties, transfer pricing, individual tax issues, health care, financing U.S. operations, setting up a U.S. tax department and more.

## TAXES IN EUROPE / TAX REFORMS DATABASE

[ec.europa.eu/taxation\\_customs/taxation/gen\\_info/info\\_docs/tax\\_inventory/index\\_en.htm](https://ec.europa.eu/taxation_customs/taxation/gen_info/info_docs/tax_inventory/index_en.htm)

### **European Commission**

The “Taxes in Europe” database (TEDB) covers the main taxes in force in the EU Member States – about 600 taxes. The database contains, for each individual tax, information on its legal basis, assessment base, main exemptions, applicable rate(s), economic and statistical classification, as well as the revenue generated by it.

## INTERNATIONAL TRADE FINANCE COURSE

[fittfortrade.com/international-trade-finance](https://fittfortrade.com/international-trade-finance)

### **Forum for International Trade Training (FITT)**

Available online, this in-depth course provides thorough coverage of international trade finance. Part of a series of courses leading to the designation “Certified International Trade Professional”, but may be taken separately. (\$)

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## **3b. Costing and Pricing**

### PRICING, QUOTATIONS AND TERMS

<https://new.export.gov/basic-guide/13-pricing-quotations-terms>

### **U.S. Trade Information Center**

Chapter 13 in “A Basic Guide to Exporting”. Covers: Determining the best price for your product internationally, Handling requests for quotations and the pro forma invoice, and Defining the terms of sale.

## ADVANCED EXPORT PRICING CALCULATOR

<http://www.oath.on.ca/tools/Calculator2.asp>

### **Ontario Association of Trading Houses (OATH)**

The user completes the costs and fees sections of the calculator, and indicates foreign currency, in order to obtain a suggested export price.

## RESPONDING TO UNSOLICITED ORDERS

[publications.gc.ca/collections/collection\\_2008/exportsource/EE4-4-2005E.pdf](http://publications.gc.ca/collections/collection_2008/exportsource/EE4-4-2005E.pdf)

### **Government of Canada Publications**

A template on the process involved in responding to an unsolicited order from abroad: developing an estimate of what price and terms to ask of the foreign buyer, preparing a quotation as the basis for negotiation, and drawing up the terms of contract with the foreign buyer. The steps covered are: internal research, market research, landed cost calculation, feasibility test (diagnostic), negotiation, the contract, and order fulfillment.

## TARIFF DOWNLOAD FACILITY

[tariffdata.wto.org](http://tariffdata.wto.org)

### **World Trade Organization (WTO)**

Comprehensive database of WTO members' customs tariffs. The data are the general non-preferential rates using the standard six-digit HS codes. For tariff-level codes (>6 digits) see Tariff Analysis Online [tao.wto.org](http://tao.wto.org) (Registration required.)

## A GUIDE TO MARKETING COSTS AND HOW TO CALCULATE THEM – AGRI-FOOD PRODUCTS

[www.fao.org/3/a-u8770e.pdf](http://www.fao.org/3/a-u8770e.pdf)

### **Food and Agriculture Organization (FAO)**

This guide explains basic concepts of agricultural marketing costs and marketing margins. Chapters include: What are marketing costs and why do they vary? Produce preparation and packaging costs, Handling costs, Transport costs, Product losses, Storage costs, Processing costs, Capital costs, A marketing cost calculation, and Marketing margins.

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## 3c. Insurance, Getting Paid

### PROTECT YOUR INTERNATIONAL SALES

[www.edc.ca/EN/Our-Solutions/Documents/protect-your-international-sales.pdf](http://www.edc.ca/EN/Our-Solutions/Documents/protect-your-international-sales.pdf)

### **Export Development Canada (EDC)**

Describes the insurance services that EDC provides to its customers, including buyer bankruptcy or insolvency, buyer refusal to accept the goods, cancellation of export or import licenses and permits, non-conversion of currency or inability to transfer funds, non-payment or default by the customer, and termination or cancellation of the contract by the customer.

### TRADE PROTECT

[www.edc.ca/EN/Our-Solutions/Insurance/Credit-Insurance/Pages/credit-insurance-trade-protect.aspx](http://www.edc.ca/EN/Our-Solutions/Insurance/Credit-Insurance/Pages/credit-insurance-trade-protect.aspx)

### **Export Development Canada (EDC)**

Credit insurance, available exclusively online, for Canadian companies who wish to insure against non-payment for a small number of customers outside of Canada.

## METHODS OF PAYMENT IN INTERNATIONAL TRADE

[new.export.gov/trade-finance-guide/1-methods-of-payment](http://new.export.gov/trade-finance-guide/1-methods-of-payment)

### **U.S. Trade Information Center**

Chapter 1 in “A Basic Guide to Exporting”. Describes four primary methods of payment for international transactions: cash-in-advance, letters of credit, documentary collections, and open account.

## A GUIDE TO METHODS OF PAYMENT

[www.sasktrade.com/pages/financial\\_services\\_and\\_resources](http://www.sasktrade.com/pages/financial_services_and_resources)

### **Saskatchewan Trade & Export Partnership**

Cash in advance, letter of credit, a typical letter of credit transaction, documentary collections, open account, and other sales structures for offshore.

## A GUIDE TO UNDERSTANDING FACTORING

[www.sasktrade.com/pages/financial\\_services\\_and\\_resources](http://www.sasktrade.com/pages/financial_services_and_resources)

### **Saskatchewan Trade & Export Partnership**

What is factoring? How it works, criteria, obstacles, insuring your receivables, advantages, a factoring example, and factoring terms.

## A GUIDE TO LETTERS OF CREDIT

[www.sasktrade.com/pages/financial\\_services\\_and\\_resources](http://www.sasktrade.com/pages/financial_services_and_resources)

### **Saskatchewan Trade & Export Partnership**

Types of letter of credit, a typical L/C transaction, checklist for export letters of credit, terms and conditions, export document preparation, documents that may accompany the L/C, and common L/C document discrepancies.

## DOCUMENTARY LETTERS OF CREDIT – A PRACTICAL GUIDE

[www.scotiabank.com/images/en/filesbusiness/1180.pdf](http://www.scotiabank.com/images/en/filesbusiness/1180.pdf)

### **Scotiabank**

This booklet describes the letter of credit (L/C) process in simple terms, including: benefits, types, documents usually required, steps in a L/C transaction, payment procedure, what to do if documents are dishonoured, a brief explanation of trade terms, parties involved in a L/C transaction, etc.

## LETTERS OF CREDIT CHECKLIST

[www.bmocm.com/products/treasury/tradefinance/checklist](http://www.bmocm.com/products/treasury/tradefinance/checklist)

### **BMO Capital Markets**

It's important to ensure that all letter-of-credit terms and conditions agree with those in the sales contract. Provides a checklist of the key questions to ask when reviewing a letter of credit.

## QUICK GUIDE TO LETTERS OF CREDIT

[www.mantissa.co.uk](http://www.mantissa.co.uk)

### **Mantissa Limited**

The letter of credit (L/C) is a banking mechanism which allows importers to offer secure terms to exporters. Topics include: what are letters of credit, when are they used, the L/C process, and tips for exporters. The site includes a glossary. Mantissa also offers online in-depth training courses for a fee.

# 4. Market Research Basics

## 4a. Getting Started

## 4b. Multi-Country Sources

## 4c. Statistics



The market research stage is crucial for a successful export venture. This section describes general market research resources. First, 4a lists resources that describe the market research process, examples of market overviews that have been prepared by government agencies to assist exporters, and directories of companies that will assist in market research. Background information on many target countries can be found in the resources, both people and websites, described in 4b. The trade and economic statistics sources described in 4c deliver the raw data about target markets that can be used to supplement the existing overviews or to develop customized market estimates.



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## 4a. Getting Started

### PRINCIPLES OF MARKETING TUTORIALS

[www.knowthis.com/principles-of-marketing-tutorials](http://www.knowthis.com/principles-of-marketing-tutorials)

#### **KnowThis LLC**

These tutorials on market research cover planning, primary and secondary research. Under “Manage and Plan”, see also tutorials on preparing a market study and writing a marketing plan.

### CONDUCTING MARKET RESEARCH

[www.canadabusiness.ca/eng/page/2779](http://www.canadabusiness.ca/eng/page/2779)

#### **Canada Business Network**

Includes: Guide to market research and analysis, Designing a questionnaire, Types of survey questions, Market research methods, and International market research. Not specific to international trade, but a useful overview of the market research process.

### MARKET REPORTS

[www.tradecommissioner.gc.ca](http://www.tradecommissioner.gc.ca)

(under Export, click on Market Reports)

#### **Global Affairs Canada**

Brief overviews of specific market sectors, e.g. French Bioenergy and Biofuels Market Profile. Additional information on business conditions, e.g. Import Regulations – France. For industry reports by country, click on Export, select Country Info and choose a country. For industry reports by sector, click on Export, select Sector Info and choose from the list. (Registration required.)

## STATISTICS AND MARKET INFORMATION – FOOD AND BEVERAGE SECTOR

[www.agr.gc.ca/eng/industry-markets-and-trade/statistics-and-market-information](http://www.agr.gc.ca/eng/industry-markets-and-trade/statistics-and-market-information)

### **Agriculture and Agri-Food Canada**

Brief overview reports of export opportunities for food and beverage products in foreign markets. Market reports are organized by product or country.

## GLOBAL AGRICULTURAL INFORMATION NETWORK (GAIN)

[gain.fas.usda.gov/Lists/Advanced%20Search/AllItems.aspx](http://gain.fas.usda.gov/Lists/Advanced%20Search/AllItems.aspx)

### **U.S. Department of Agriculture, Foreign Agricultural Service**

U.S. Foreign Service officers submit information on the agricultural situation in more than 130 countries, issued as reports such as Taiwan Pet Food Market, Japan Food Trends, UK Organic Products Market Report, etc. Search options include Search by Date and Categories/Countries/Posts. (Registration required.)

## GLOBAL FOODMATE – FOOD INDUSTRY REPORTS

[files.foodmate.com/food-industry-reports](http://files.foodmate.com/food-industry-reports)

### **Global FoodMate**

This part of the site aggregates market reports from agencies such as Agriculture and Agri-Food Canada, New Zealand Trade and Enterprise, GAIN, etc. Some reports are not free – tables of contents are provided. Good coverage of Asia.

## AGRIFOODGATEWAY

[www.agrifoodgateway.com](http://www.agrifoodgateway.com)

### **North Carolina State University**

Under the “Entrepreneurship” tab, click on Marketing Research, and also on International Trade, to search for free market reports and exporter guides from GAIN, ProChile, etc. Good coverage of South America.

## TOP MARKETS SERIES

[trade.gov/topmarkets](http://trade.gov/topmarkets)

### **U.S. International Trade Administration**

Written for U.S. exporters, the reports rank future export opportunities within 19 industries: agricultural equipment, aircraft parts, automotive parts, building products and sustainable construction, civil nuclear, cloud computing, cold supply chain, education, environmental technologies, health IT, media and entertainment, oil and gas, recreational transportation, renewable energy, renewable fuels, semiconductors and related equipment, smart grid, textiles and apparel, and travel and tourism. Each industry report provides a market assessment of the competitiveness, opportunities and challenges within a sector, and case studies.

## DESTINATION CANADA – TOURISM

[en.destinationcanada.com](http://en.destinationcanada.com)

### **Destination Canada**

Provides reports covering tourism research and intelligence; information about market, product, industry trends, research; and statistics. These include annual statistics, arrivals and departures, and tourism trends.

## INTERNATIONAL TRADE RESEARCH COURSE

[fittfortrade.com/international-trade-research](http://fittfortrade.com/international-trade-research)

### **Forum for International Trade Training (FITT)**

An in-depth training course on international market research, available online. Part of a series leading to the designation “Certified International Trade Professional” (CITP), but may be taken separately. (\$)

## QUIRK’S RESEARCHER SOURCEBOOK DIRECTORY OF MARKET RESEARCH COMPANIES

[www.quirks.com/directory/sourcebook/index.aspx](http://www.quirks.com/directory/sourcebook/index.aspx)

### **Quirk Enterprises Inc.**

Directory contains detailed listings of more than 7,000 companies, mostly in the U.S., providing marketing research products and services. Browse by country, or search by U.S. state or Canadian province, and by area of research (such as package research or branding) or industry specialization.

## ESOMAR DIRECTORY OF RESEARCH

[directory.esomar.org](http://directory.esomar.org)

### **ESOMAR**

ESOMAR is an international market research association with more than 4,900 members in 130 countries, particularly in Europe. The Directory of Research includes a directory of research companies and a directory of national market research associations. Country overviews for 70+ countries list the laws that affect market research in that country, challenges for market research, and cultural and other issues.

## AIIP MEMBERS – BUSINESS DIRECTORY

[www.aiip.org/Discover/Business-Directory](http://www.aiip.org/Discover/Business-Directory)

### **Association of Independent Information Professionals (AIIP)**

Directory of AIIP member companies that can provide secondary market research. Search the member directory by industry sector.

## EXPORT MARKET ACCESS PROGRAM

[exportaccess.ca/en/home](http://exportaccess.ca/en/home)

### **Ontario Chamber of Commerce (OCC)**

Grants available under the Export Market Access program include conducting market research for more precise international market targeting. Eligibility: 5+ employees and annual sales of \$500,000+.

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## 4b. Multi-Country Sources

### INTERNATIONAL TRADE BRANCH – STAFF DIRECTORY

[www.ontario.ca/page/learn-export](http://www.ontario.ca/page/learn-export)

(under One-on-one export market consulting)

### **Ministry of Citizenship, Immigration and International Trade (MCIIT)**

The International Trade Branch's team of knowledgeable trade specialists assists Ontario suppliers of exportable goods and services to develop targeted export strategies for international markets. This page will link you to the staff directory of international market consultants by market region.

## CANADIAN TRADE COMMISSIONER SERVICE – STAFF DIRECTORY

[www.tradecommissioner.gc.ca/eng/contact-our-team.jsp?oid=016](http://www.tradecommissioner.gc.ca/eng/contact-our-team.jsp?oid=016)

### **Global Affairs Canada**

This page lists the Ontario Regional Office's staff along with their industry sector responsibilities.

## COUNTRY INFORMATION

[www.edc.ca](http://www.edc.ca) (click on Country Info)

### **Export Development Canada (EDC)**

Search by country to find overviews covering economic and political issues.

## GLOBAL EXPORT FORECAST

[www.edc.ca](http://www.edc.ca) (from Knowledge Centre menu, click on Economic Analysis & Research)

### **Export Development Canada (EDC)**

This report identifies the major forces acting on the world economy and the implications for Canadian exporters. It describes which foreign markets will offer the best opportunities for Canadian exporters for the coming year, and analyzes the sales outlook by sector. It also discusses the major risks faced by exporters. Includes a link to the Country Risk Quarterly reports.

## COUNTRY INSIGHTS

[www.international.gc.ca/cil-cai/country\\_insights-apercus\\_pays/countryinsights-apercuspays.aspx](http://www.international.gc.ca/cil-cai/country_insights-apercus_pays/countryinsights-apercuspays.aspx)

### **Global Affairs Canada, Centre for Intercultural Learning**

Links to a wide range of country-specific topics, including economy, media and cultural topics: from conversations and communication styles to relationship-building and stereotypes.

## BBC COUNTRY PROFILES

[news.bbc.co.uk/2/hi/country\\_profiles/](https://www.bbc.co.uk/2/hi/country_profiles/)

### **BBC**

History, politics and economic background of countries and territories, and background on key institutions, plus audio and video clips from BBC archives. Search by country or territory.

## CIA WORLD FACTBOOK

<https://www.cia.gov/library/publications/the-world-factbook/>

### **Central Intelligence Agency (CIA)**

Provides information on the history, people, government, economy, energy, geography, communications, transportation, military, and transnational issues for 267 world entities. Also provides maps, and country comparisons.

## FITA COUNTRY PROFILES AND RESOURCES

[fita.org/countries/](https://fita.org/countries/)

### **Federation of International Trade Associations (FITA)**

FITA offers links to resources for most countries in the world as well as more than 80 country profiles. For each country, provides brief introductory information and separate sections on business environment, economic/political overview, selling and buying, operating a business, investing, and travelling.

## GLOBALEDGE INSIGHTS BY COUNTRY

[globaledge.msu.edu/global-insights](https://globaledge.msu.edu/global-insights)

(select a country)

### **Michigan State University**

Links to sources of information by country. Also includes statistics, economy, history, government, culture, risk, corporations, trade statistics, indices, and other resources.

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## 4c. Statistics

### TRADE DATA ONLINE

[www.ic.gc.ca/tdo](http://www.ic.gc.ca/tdo)

#### **Industry Canada**

Trade data from Statistics Canada and U.S. Census Bureau. Search for exports or imports by industry (NAICS codes) or by product (HS codes). Choose national or provincial detail, and country of origin or destination. Trade between Canada and U.S. is also provided at the state and provincial levels.

### TRADE MAP CANADA

[www.trademap.org/canada](http://www.trademap.org/canada)

#### **UN/WTO International Trade Centre**

Access is free to Canadians, courtesy of Canada Business Network. Provides indicators on export performance, international demand, alternative markets and competitive markets – in the form of tables, graphs and maps – and a directory of importing and exporting companies. Trade map covers 220 countries and territories and 5,300 products of the Harmonized System (HS). Monthly, quarterly and yearly trade flows are available down to the tariff line level (8 digits).

### UNDATA

[data.un.org](http://data.un.org)

#### **United Nations**

34 databases covering a wide range of economic and socio-demographic topics, from crime and education to tourism and trade, for countries around the world. Descriptions of the international sources and definitions used in compiling the data are included. Sources: UN, FAO, IMF, OECD, UNESCO, WTO, WHO, and other international agencies. From the home page, link to national statistical agencies through the “Country data services” tab.

## WORLD DATABANK

[databank.worldbank.org/](http://databank.worldbank.org/)

### **The World Bank**

Databank is an analysis and visualisation tool that contains development data by country and indicator for a wide variety of topics, such as population, income, social, economic, financial, natural resources, and the environment.

## MERCHANDISE TRADE AND COMMERCIAL SERVICES

[www.wto.org/english/res\\_e/statis\\_e/trade\\_data\\_e.htm](http://www.wto.org/english/res_e/statis_e/trade_data_e.htm)

### **World Trade Organization (WTO)**

Home page for statistical series from WTO: statistics database, annual publications such as commodity and tariff profiles, interactive statistics and maps.

## SERVICES PROFILES

[www.wto.org/english/res\\_e/publications\\_e/serv\\_profiles14\\_e.htm](http://www.wto.org/english/res_e/publications_e/serv_profiles14_e.htm)

### **World Trade Organization (WTO)**

The Services Profiles provide standard information on key infrastructure services for some 150 economies. For the service sectors, i.e. transportation, telecommunications, finance and insurance, there are about 100 indicators relating to investment, market performance, production, employment, and trade.

## INTERNATIONAL DATA BASE

[www.census.gov/population/international/data/idb/](http://www.census.gov/population/international/data/idb/)

### **U.S. Census Bureau**

The International Data Base (IDB) offers a variety of demographic indicators for countries and areas of the world with a population of 5,000 or more. Provides population growth estimates.

## AMERICAN FACTFINDER

[factfinder2.census.gov](http://factfinder2.census.gov)

### **U.S. Census Bureau**

A primary source for demographic information such as population, income, etc.

## CONSUMER EXPENDITURE SURVEY – U.S.

[www.bls.gov/cex](http://www.bls.gov/cex)

### **U.S. Department of Labor, Bureau of Labor Statistics (BLS)**

Federal survey providing information on the complete range of consumer expenditures and incomes, as well as the characteristics of those consumers. It is used to regularly revise the Consumer Price Index market basket of goods and services and their relative importance.

## EUROSTAT

[ec.europa.eu/eurostat](http://ec.europa.eu/eurostat)

### **European Commission**

Statistical office of the European Commission. Under “General and regional statistics”, click on “Regions” to find statistics for countries and smaller regions (counties, länder, etc.). Other sections include Industry, International trade, etc.

## STATSAPEC

[statistics.apec.org](http://statistics.apec.org)

### **Asia-Pacific Economic Cooperation (APEC)**

Two useful databases for the countries of APEC, which include Australia, Canada, the U.S. and Vietnam. “Key Indicators Database” covers more than 120 economic, social and environmental indicators such as GDP per capita, internet users, and border administration, for comparing countries. “Bilateral Linkages Database” includes several indicators on merchandise trade, foreign direct investment, portfolio investment assets, and bank lending between APEC economies.

## ASEAN STATISTICS

[www.asean.org/resources/statistics](http://www.asean.org/resources/statistics)

### **Association of Southeast Asian Nations**

Links to several statistics sources covering selected key indicators, macroeconomic indicators, trade in goods, foreign direct investments, tourism, transport, trade in services, and international labour migration.

## E-STAT JAPAN

[www.e-stat.go.jp/SG1/estat/eStatTopPortalE.do](http://www.e-stat.go.jp/SG1/estat/eStatTopPortalE.do)

### **Statistics Bureau of Japan**

Portal site to official statistics for Japan.

## LANIC – STATISTICS

[lanic.utexas.edu/la/region/statistics/](http://lanic.utexas.edu/la/region/statistics/)

### **The University of Texas at Austin**

Latin American Network Information Center (LANIC) is an extensive collection of resources and links for every country in Latin America. This page provides links to regional and national statistics agencies, as well as banks and development agencies that publish statistics.

## CARICOM REGIONAL STATISTICS

[www.caricomstats.org](http://www.caricomstats.org)

### **Caribbean Community Secretariat**

Information based on data supplied by CARICOM Member States. Trade statistics are for the Caribbean region.

## INTERNATIONAL STATISTICAL AGENCIES

[www.census.gov/population/international/links/stat\\_int.html](http://www.census.gov/population/international/links/stat_int.html)

### **U.S. Census Bureau**

Links to statistical agencies worldwide, from Afghanistan Central Statistics Office to Zimbabwe Central Statistical Office. Examples include the National Institute of Statistics and Censuses of Argentina, and the Publication Hub of UK National Statistics.

## OFFSTATS – OFFICIAL STATISTICS ON THE WEB

[www.offstats.auckland.ac.nz](http://www.offstats.auckland.ac.nz)

### **University of Auckland Library**

Lists websites offering free and easily accessible social, economic and general data from official or similar “quotable” sources, especially those that provide both current data and time series. The country lists are mainly web pages provided by statistical offices, central banks and government departments and agencies; the topics list comprises links to the statistics pages of international organizations and associations.

# 5. Regulations and Standards

## 5a. Regulations – General

## 5b. Regulations – Intellectual Property

## 5c. Sector-Specific Standards and Regulations



Regulations and standards are also a component of your market research. Section 5a describes Canadian regulations that apply to exports, particularly important for food and technology products. This section 5a also links you to the import regulations of target countries, especially the U.S. and Europe. Trademarks and other intellectual property (IP) rights are country-specific, and 5b describes resources to find national IP offices, and to help you understand and protect your IP rights. Specific industry sectors have their own standards and regulations 5c, especially product safety and labelling regulations.



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## 5a. Regulations – General

### EXPORTING REGULATIONS

[www.canadabusiness.ca/eng/page/2728/](http://www.canadabusiness.ca/eng/page/2728/)

#### **Canada Business Network**

Summarizes regulations that apply to exporting from Canada, such as the need to have a Business Number with an import-export account. Provides examples of what is needed to comply with import regulations of the target country. Links to useful general sources.

### EXPORT AND IMPORT CONTROLS

[www.international.gc.ca/controls-controles/index.aspx](http://www.international.gc.ca/controls-controles/index.aspx)

#### **Global Affairs Canada**

This site provides export control information on various sectors, including softwood lumber, agri-food products, textiles and clothing, steel, military technology plus other miscellaneous industries. Includes important updates and links to Guides and Publications, Forms and Systems.

### EXPORT CONTROLS HANDBOOK

[www.international.gc.ca/controls-controles/military-militaires/handbook-manuel.aspx](http://www.international.gc.ca/controls-controles/military-militaires/handbook-manuel.aspx)

#### **Global Affairs Canada**

This is the main reference tool to assist exporters with questions about Canada's export controls, which are administered according to the Export Control List, the Area Control List and the Automatic Firearms Country Control List under the Export and Import Permits Act.

## POCKETBOOK ON CANADIAN EXPORT CONTROLS

[http://www.blg.com/en/NewsAndPublications/Documents/Publication\\_2093.pdf](http://www.blg.com/en/NewsAndPublications/Documents/Publication_2093.pdf)

### **Borden Ladner Gervais LLP**

Written as the answers to a series of questions, such as: What is an export permit? Does it matter if my product incorporates goods or technology of U.S. origin? How long does it take to obtain an export permit? etc.

## EXPORT PERMITS FOR CRYPTOGRAPHIC ITEMS

[http://www.international.gc.ca/controls-controles/export-exportation/crypto/crypto\\_intro.aspx?lang=eng](http://www.international.gc.ca/controls-controles/export-exportation/crypto/crypto_intro.aspx?lang=eng)

### **Global Affairs Canada**

Explains export permit applications for information security goods/technology and goods/technology employing cryptography.

## FOOD EXPORTS

[www.inspection.gc.ca](http://www.inspection.gc.ca)

(click on Food, then Exports)

### **Canadian Food Inspection Agency (CFIA)**

CFIA inspects dairy products, fish and seafood, foods regulated solely under the Food and Drugs Act and Regulations, fresh fruits and vegetables, honey, meat and poultry products, and processed products (fruits, vegetables and maple products). CFIA verifies that exported food and food products meet Canadian requirements (where applicable) as well as those of the importing country.

## OTHER GOVERNMENT DEPARTMENTS AND AGENCIES: REFERENCE LIST FOR EXPORTERS

[www.cbsa-asfc.gc.ca/export/reflist-listeref-eng.html](http://www.cbsa-asfc.gc.ca/export/reflist-listeref-eng.html)

### **Canada Border Services Agency (CBSA)**

To help ensure that prohibited and controlled goods are not illegally exported from Canada, CBSA assists other federal government departments and agencies by enforcing regulations on their behalf. This page provides a list of some of the most commonly exported commodities that may require permits and/or certificates from other federal agencies; inquiries about these exporting regulations should be directed to the relevant agency.

## WOOD PACKAGING MATERIAL REQUIREMENTS TO THE UNITED STATES

[www.inspection.gc.ca](http://www.inspection.gc.ca)

(click on Plants, then Forestry, then Exports)

### **Canadian Food Inspection Agency (CFIA)**

Certification program to ensure compliance with International Plant Protection Convention's ISPM 15: Guidelines for Regulating Wood Packaging Material in International Trade, which applies to all non-manufactured wood packaging (e.g. pallets, containers, drums, etc.) shipped to any country that has adopted these requirements. This page also links to other guides under the Canadian Wood Packaging Certification Program.

## CANADIAN ECONOMIC SANCTIONS

[www.international.gc.ca/sanctions/index.aspx](http://www.international.gc.ca/sanctions/index.aspx)

### **Global Affairs Canada**

Canada has sanctions in place against a number of countries, as well as against specific individuals and entities identified as being associated with terrorist activities. Sanctions may include export/import restrictions, technical assistance prohibition, etc.

## CONVENTION ON INTERNATIONAL TRADE IN ENDANGERED SPECIES OF WILD FLORA AND FAUNA (CITES)

[www.ec.gc.ca/cites](http://www.ec.gc.ca/cites)

### **Environment Canada**

This international convention protects endangered species worldwide. Any import, export or re-export of CITES-listed species must be authorized through CITES permits issued by Environment Canada and its partners.

## EXPORT AND IMPORT OF HAZARDOUS WASTE AND HAZARDOUS RECYCLABLE MATERIALS REGULATIONS (EIHWHRMR)

[www.ec.gc.ca/lcpe-cepa/eng/regulations/detailReg.cfm?intReg=84](http://www.ec.gc.ca/lcpe-cepa/eng/regulations/detailReg.cfm?intReg=84)

### **Environment Canada**

These regulations ensure that hazardous materials transported across the Canadian border are managed appropriately. This page links to the EIHWHRMR User Guide and a Guide to Classification.

## COUNTRY COMMERCIAL GUIDES

[www.export.gov/ccg/](http://www.export.gov/ccg/)

### **U.S. Commercial Service**

Country-specific guides written for U.S. exporters. Each guide includes information on trade regulations, customs and standards, as well as many other topics. (No U.S. guide.)

## WORLD BANK DOING BUSINESS PROJECT

[www.doingbusiness.org](http://www.doingbusiness.org)

### **World Bank Group**

The Doing Business project provides objective measures of business regulations for local firms in 189 economies and selected cities at the subnational and regional level. Reports include Global, Regional, Subnational, Thematic and Case Studies. Theme reports compare, for example, business taxes or business start-up regulations across many countries. Country tables show the same data by country, e.g. the number of procedures, time and cost of exporting or importing goods. Sub-national reports capture differences in business regulation in different jurisdictions in a single country. A search tool at [www.doingbusiness.org/law-library](http://www.doingbusiness.org/law-library) links to specific laws in specific countries, e.g. the Customs Tariff.

## LEX MUNDI – GUIDES TO DOING BUSINESS

[www.lexmundi.com/lexmundi/Guides\\_To\\_Doing\\_Business.asp](http://www.lexmundi.com/lexmundi/Guides_To_Doing_Business.asp)

### **Lex Mundi**

Lex Mundi is a network of independent law firms. The Guides to Doing Business are prepared by Lex Mundi's member firms and provide a comprehensive overview of the legal and business environments in more than 100 jurisdictions worldwide. They can serve as a useful resource tool when planning an international business strategy or researching a new business market.

## PKF INTERNATIONAL – DOING BUSINESS IN... SERIES

[www.pkf.com/publications/doing-business-in](http://www.pkf.com/publications/doing-business-in)

### **PKF International**

PKF is a global network of legally independent firms who contribute the publications in the PKF Doing Business In series. Each publication outlines financial and legal considerations of doing business in a specific country. Typical contents are business structure, business finance and taxation, foreign personnel, intellectual property, grants and incentives, etc.

## PRODUCTS UNDER THE JURISDICTION OF OTHER FEDERAL AGENCIES – U.S.

[www.cpsc.gov/en/Regulations-Laws--Standards/Products-Outside-CPSCs-Jurisdiction/](http://www.cpsc.gov/en/Regulations-Laws--Standards/Products-Outside-CPSCs-Jurisdiction/)

### **U.S. Consumer Product Safety Commission (CPSC)**

In the United States, the CPSC has jurisdiction over many types of consumer products, from coffee makers to toys, lawn mowers to fireworks. However, some types of consumer products are covered by other federal agencies. For example, automobiles, trucks and motorcycles are within the jurisdiction of the Department of Transportation; food, drugs (except for child resistant-packaging for these products), and cosmetics are covered by the Food and Drug Administration. Various product types are listed on this page, with links to the appropriate federal agencies.

## YOUR EUROPE

[europa.eu/youreurope/business/](http://europa.eu/youreurope/business/)

### **European Commission**

Subtitled “Practical guide to doing business in Europe”, this is a portal for access to many regulations of interest to companies targeting the European market, such as VAT rules, competition rules, product requirements and energy labels.

## EXPORT HELPDESK – EUROPE

[exporthelp.europa.eu](http://exporthelp.europa.eu)

### **European Commission**

Intended to assist developing countries in exporting to the EU. Sections include: Requirements and taxes (EU import requirements, VAT rules and excise duties); Import tariffs (with a lookup table using 10-digit HS codes); Trade statistics; and Business Contacts, including customs and taxation organizations. Click on ‘My Export’ to search by product (using 10-digit HS code) and destination country to retrieve a summary of the product-specific requirements applying in the target European country.

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## 5b. Regulations – Intellectual Property

### INTELLECTUAL PROPERTY FOR EXPORTING BUSINESSES

[www.ic.gc.ca/eic/site/cipointernet-internetopic.nsf/eng/wr03073.html](http://www.ic.gc.ca/eic/site/cipointernet-internetopic.nsf/eng/wr03073.html)

#### **Canadian Intellectual Property Office (CIPO)**

A guide to protecting your intellectual property, including trademarks. Provides links to resources under each step, including developing an IP strategy, searching IP databases in other countries, and protecting your rights.

### SME GUIDES AND MANUALS – INTELLECTUAL PROPERTY

[www.wipo.int/sme/en/documents/guides](http://www.wipo.int/sme/en/documents/guides)

#### **World Intellectual Property Organization (WIPO)**

A series of guides for small business including topics such as “Exchanging value: Negotiating technology licensing agreements”.

### SECRETS OF INTELLECTUAL PROPERTY: A GUIDE FOR SMALL AND MEDIUM-SIZED EXPORTERS

[www.wipo.int/sme/en/documents/guides/secrets\\_ip.html](http://www.wipo.int/sme/en/documents/guides/secrets_ip.html)

#### **World Intellectual Property Organization (WIPO)**

Practical guidance on how to deal with some of the most common intellectual property (IP) issues encountered by exporters. Includes the protection of patents, trademarks, industrial designs, copyright and related rights, trade secrets and geographical indications; contracting, licensing and technology transfer; protecting IP abroad; valuation of IP rights; IP in packaging and labelling, and more.

## DIRECTORY OF INTELLECTUAL PROPERTY OFFICES

[www.wipo.int/directory/en/urls.jsp](http://www.wipo.int/directory/en/urls.jsp)

### **World Intellectual Property Organization (WIPO)**

Contact details of national copyright and industrial property offices worldwide, with links where applicable.

## TRADEMARK BASICS: A GUIDE FOR BUSINESS

[www.inta.org/Media/Documents/2012\\_TMBasicsBusiness.pdf](http://www.inta.org/Media/Documents/2012_TMBasicsBusiness.pdf)

### **International Trademark Association (INTA)**

A trademark or service mark can be a word, logo, slogan, package design or almost anything else that serves to indicate a particular source, product or service. This pamphlet explains some of the basic principles of trademarks, including selecting a trademark, how trademarks are protected internationally, the registration process, the rights of trademark owners, and how to properly label or identify a mark.

## CBP ENFORCEMENT OF INTELLECTUAL PROPERTY RIGHTS

[www.cbp.gov/sites/default/files/documents/enforce\\_ipr\\_3.pdf](http://www.cbp.gov/sites/default/files/documents/enforce_ipr_3.pdf)

### **U.S. Customs and Border Protection (CBP)**

One of the Informed Compliance Publications (ICPs) series; covers copyright and trademarks, including gray market/parallel imports.

## TRADEMARK ELECTRONIC SEARCH SYSTEM (TESS)

[www.uspto.gov/trademarks-application-process/search-trademark-database](http://www.uspto.gov/trademarks-application-process/search-trademark-database)

### **U.S. Patent and Trademark Office (USPTO)**

This search engine allows you to search the USPTO's database of registered trademarks and designs, plus prior pending applications, to find marks that may prevent registration due to a "likelihood of confusion" refusal. Read "TESS Tips" before searching.

## TM VIEW

[www.tmdn.org/tmview/welcome](http://www.tmdn.org/tmview/welcome)

### **European Union Office for Harmonization in the Internal Market (OHIM)**

In Europe, trademark protection can be granted through official trademark offices at national, international or European Community level, all of which can be searched in the TMview database. Use TMview to check the availability of an idea for a trademark name; find goods and services protected by competitors' trademarks; receive updates on selected trademarks for change of status, change of name and end of opposition period. Includes data from all 27 EU member states in addition to the information available from WIPO – a total of 8.5 million trademarks.

## OHIM DATABASES

<https://oami.europa.eu/ohimportal/en/databases>

### **European Union Office for Harmonization in the Internal Market (OHIM)**

The EU's Office for Harmonization in the Internal Market (Trade Marks and Designs) offers several databases at this portal. In addition to TMView, the portal gives access to eSearch Plus, used to search for trademarks, designs, owners, representatives and bulletins, and DesignView, a single access point to registered designs information held by any of the participating EU national offices.

## DOOR – DATABASE OF ORIGIN AND REGISTRATION

[ec.europa.eu/agriculture/quality/schemes/index\\_en.htm](http://ec.europa.eu/agriculture/quality/schemes/index_en.htm)

### **European Commission**

List of more than 800 trademarks and designs that are registered in the EU. Three EU schemes known as PDO (protected designation of origin), PGI (protected geographical indication) and TSG (traditional speciality guaranteed) promote and protect names of quality agricultural products and foodstuffs. DOOR provides search options to find out which product names are registered or have been applied for.

## GLOBAL BRAND DATABASE

[www.wipo.int/branddb/en/](http://www.wipo.int/branddb/en/)

### **World Intellectual Property Organization (WIPO)**

Perform a trademark search by text or image in brand data, including trademarks, appellations of origin and official emblems. Data comes from multiple national and international sources.

## GUIDE TO GOING GLOBAL: INTELLECTUAL PROPERTY AND TECHNOLOGY

[www.dlapiper.com/en/canada/insights/publications/2015/02/guide-to-going-global-ip/](http://www.dlapiper.com/en/canada/insights/publications/2015/02/guide-to-going-global-ip/)

### **DLA Piper**

This guide outlines crucial aspects of IPT laws that are particularly relevant to businesses seeking to expand their operations globally. The Guide covers 29 jurisdictions from Australia to the U.S. For each there is a summary of intellectual property rights; rights specific to mask works and circuit layouts, patents, trademarks, copyrights and trade secrets; and key commercial contract considerations and contract terms.

## ANTI-COUNTERFEITING – A GLOBAL GUIDE

[www.worldtrademarkreview.com/Intelligence/Anti-counterfeiting/2015](http://www.worldtrademarkreview.com/Intelligence/Anti-counterfeiting/2015)

### **World Trademark Review**

A practical, country-by-country analysis of anti-counterfeiting procedure written by experts in this field. Articles fall into 3 main categories: Industry insight, Regional focus, and Country chapters.

## COUNTRY IPR TOOLKITS

[www.stopfakes.gov/business-tools/country-ipr-toolkits](http://www.stopfakes.gov/business-tools/country-ipr-toolkits)

### **U.S. International Trade Administration**

Country IPR toolkits contain detailed information on protecting and enforcing IPR (intellectual property rights) in 20 countries from Brazil to Vietnam as well as contact information for local IPR offices. Links to information provided by U.S. embassies in specific countries.

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## **5c. Sector-Specific Standards and Regulations**

### PREPARING YOUR PRODUCT FOR EXPORT

<https://new.export.gov/basic-guide/8-preparing-your-product>

### **U.S. Trade Information Center**

Chapter 8 in “A Basic Guide to Exporting”. Covers: adapting your product to meet government regulations, country conditions, or preferences; modifying your product labeling and packaging; and planning for installation of your product overseas.

### EXPORT QUALITY MANAGEMENT: A GUIDE FOR SMALL AND MEDIUM-SIZED EXPORTERS

[www.intracen.org/export-quality-management-a-guide-for-small-and-medium-sized-exporters-second-ed/](http://www.intracen.org/export-quality-management-a-guide-for-small-and-medium-sized-exporters-second-ed/)

### **UN/WTO International Trade Centre**

Consists of questions and answers related to quality control, technical requirements (standards, technical regulations, sanitary and phytosanitary measures), management systems, conformity assessment (testing, inspection, and certification), metrology, accreditation, and the WTO Agreements on Technical Barriers to Trade and the Application of Sanitary and Phytosanitary Measures. Answers to questions are followed by relevant bibliographical references and web resources. Intended for exporters in developing countries.

## STANDARDS BENEFITS FOR INDUSTRY

[www.scc.ca/en/stakeholder-participation/orientation-modules/standards-benefits-for-industry](http://www.scc.ca/en/stakeholder-participation/orientation-modules/standards-benefits-for-industry)

### **Standards Council of Canada**

Outlines how standards can help your business reach its global potential. Chapters include: Preparing your business for export markets, Understanding the impact of standards on your business, Accessing the standards you need, Verifying compliance/conformity to standards, and Taking action.

## TRADE BARRIERS DATABASE

[http://madb.europa.eu/madb/barriers\\_crossTables.htm](http://madb.europa.eu/madb/barriers_crossTables.htm)

### **European Commission**

Descriptions of the trade barriers in non-EU countries, including customs procedures, government procurement, services-specific measures, quantitative restrictions (quotas), sanitary and phytosanitary measures, etc. Search by country and barrier type, or industry sector.

## FOOD EXPORTS

[www.inspection.gc.ca](http://www.inspection.gc.ca)

(click on Food, then Exports)

### **Canadian Food Inspection Agency (CFIA)**

CFIA inspects dairy products, fish and seafood, foods regulated solely under the Food and Drugs Act and Regulations, fresh fruits and vegetables, honey, meat and poultry products, and processed products (fruits, vegetables and maple products). CFIA verifies that exported food and food products meet Canadian requirements (where applicable) as well as those of the importing country. See also “An Exporter’s Guide to Inspection”: [publications.gc.ca/collections/collection\\_2012/acia-cfia/A104-96-6-2012-eng.pdf](http://publications.gc.ca/collections/collection_2012/acia-cfia/A104-96-6-2012-eng.pdf)

## U.S. CONSUMER PRODUCT SAFETY COMMISSION – BUSINESS EDUCATION

[www.cpsc.gov/Business--Manufacturing/Business-Education/](http://www.cpsc.gov/Business--Manufacturing/Business-Education/)

### **U.S. Consumer Product Safety Commission (CPSC)**

This page summarizes the basic steps of understanding how to comply with consumer product safety regulations. Provides links to guide businesses through the process of complying with federal government safety regulations, as well as a link to the “Regulated Products Handbook”, and individual products guides.

## REGULATIONS, LAWS & STANDARDS – U.S.

[www.cpsc.gov/en/Regulations-Laws--Standards/](http://www.cpsc.gov/en/Regulations-Laws--Standards/)

### **U.S. Consumer Product Safety Commission (CPSC)**

Click on Regulations, Mandatory Standards and Bans to find CPSC product safety standards or guidance using an alphabetical lookup table. Lists those product types for which the CPSC has issued a government mandatory standard, ban or other regulation, or guidance.

## MANUFACTURER’S GUIDE TO DEVELOPING CONSUMER PRODUCT INSTRUCTIONS

[www.cpsc.gov//PageFiles/103077/guide.pdf](http://www.cpsc.gov//PageFiles/103077/guide.pdf)

### **U.S. Consumer Product Safety Commission (CPSC)**

Helps manufacturers develop instructional materials related to consumer products. Examples include owner’s manuals, assembly instructions, repair and recall information.

## IMPORTING FOOD PRODUCTS INTO THE UNITED STATES

[www.fda.gov/food/guidanceregulation/importsexports/importing/default.htm](http://www.fda.gov/food/guidanceregulation/importsexports/importing/default.htm)

### **U.S. Food and Drug Administration (FDA)**

Food products can be imported into the U.S. if the facilities that produce, store or otherwise handle the products are registered with FDA, and prior notice of shipments is provided to FDA. Imported food products are subject to FDA inspection at U.S. ports of entry. Links to Procedures and Requirements for Importing Food Products, Importing Food Gifts for Personal Use, Importing Seafood, and Updates.

## FOOD LABELLING GUIDE – U.S.

[www.fda.gov/food/guidanceregulation/guidancedocumentsregulatoryinformation/labelingnutrition/ucm2006828.htm](http://www.fda.gov/food/guidanceregulation/guidancedocumentsregulatoryinformation/labelingnutrition/ucm2006828.htm)

### **U.S. Food and Drug Administration (FDA)**

This guide provides U.S. federal guidelines on labelling as it relates to the food sector. Covers ingredient lists, nutrition labelling, and claims.

## ENVIRONMENTAL MARKETING – U.S.

[www.ftc.gov/tips-advice/business-center/advertising-and-marketing/environmental-marketing](http://www.ftc.gov/tips-advice/business-center/advertising-and-marketing/environmental-marketing)

### **U.S. Federal Trade Commission (FTC)**

Provides guidance on “green” advertising claims. This page links to the FTC’s revised “Green Guides”, as they appeared in the U.S. Federal Register, and to a four-page summary. The Green Guides were issued for marketers, and cover the general principles that apply to all environmental marketing claims, how consumers are likely to interpret particular claims and how marketers can substantiate these claims, and how marketers can qualify their claims to avoid deceiving consumers.

## CLOTHING AND TEXTILES – U.S.

[business.ftc.gov/selected-industries/clothing-and-textiles](https://business.ftc.gov/selected-industries/clothing-and-textiles)

### **U.S. Federal Trade Commission (FTC)**

How to comply with requirements for labelling products made of specific materials such as cotton or rayon made from bamboo, attaching care instructions to garments, and declaring the fibre content and country of origin.

## SIX STEPS TO CE MARKING – EU

[tradecommissioner.gc.ca/world-monde/133383.aspx?lang=eng](https://tradecommissioner.gc.ca/world-monde/133383.aspx?lang=eng)

### **Global Affairs Canada**

The CE mark indicates that products meet all applicable European health, safety, performance and environmental requirements. Topics include finding the applicable CE directive(s) and essential requirements, certification, documentation, and declaration of conformity. (Registration required.)

## CE MARKING – EU

[ec.europa.eu/growth/single-market/ce-marking/index\\_en.htm](https://ec.europa.eu/growth/single-market/ce-marking/index_en.htm)

### **European Commission**

By affixing the CE marking to a product, a manufacturer declares that the product meets all the legal requirements for CE marking and can be sold throughout the European Economic Area. Not all products must have CE marking; it is compulsory only for most of the products covered by the New Approach Directives – see [www.newapproach.org](http://www.newapproach.org)

## EUROPEAN COMMITTEE FOR STANDARDIZATION

[www.cen.eu](http://www.cen.eu)

### **Comité Européen de Normalisation (CEN)**

CEN is one of three European Standardization Organizations (together with CENELEC and ETSI) that have been officially recognized by the European Union and by the European Free Trade Association (EFTA) as being responsible for developing and defining voluntary standards at the European level. To search for standards by keyword or standards classification, click on the Search Standards tab.

## PRODUCT SAFETY LEGISLATION – EUROPE

[ec.europa.eu/consumers/archive/safety/prod\\_legis/](http://ec.europa.eu/consumers/archive/safety/prod_legis/)

### **European Commission**

The General Product Safety Directive (GPSD) provides a generic definition of a safe product. Products must comply with this definition. This page includes links to sector-specific legislation and other related legislation (food imitating products, such as soap, candles).

## SUMMARIES OF EU LEGISLATION – PRODUCT LABELLING AND PACKAGING

[eur-lex.europa.eu/browse/summaries.html](http://eur-lex.europa.eu/browse/summaries.html)

(click on Consumers then Product labelling and packaging)

### **European Union**

Summaries of EU legislation in areas of consumer product labelling, including geographic indications (e.g. parmesan), genetically modified organisms (GMOs) and nutrition, packaging, eco-labels (“green” labels), textile products, etc.

## EU GUIDANCE DOCUMENT – FOOD

[ec.europa.eu/food/safety/international\\_affairs/trade/index\\_en.htm](http://ec.europa.eu/food/safety/international_affairs/trade/index_en.htm)

### **European Commission**

This guidance document is sub-titled “Key questions related to import requirements and the EU rules on food hygiene and official food controls”. Provides a general framework for official controls performed by the EU member states to verify compliance with feed and food law, animal health and animal welfare.

## EU ECOLABEL

[ecolabel.defra.gov.uk](http://ecolabel.defra.gov.uk)

### **GOV.UK**

Describes the uses of the EU Ecolabel (a voluntary mark that can be used to show when a product or service has a reduced impact on the environment) and provides a link to the European Commission website to find out if a product qualifies and how to apply. Gives information about who can apply, and costs involved.

## GREEN CLAIMS GUIDANCE – U.K.

[www.gov.uk/government/publications/green-claims-guidance](http://www.gov.uk/government/publications/green-claims-guidance)

### **GOV.UK**

The purpose of the Green Claims Guidance document is to promote the use of clear, accurate and relevant environmental claims in marketing and advertising. This page provides links to a brief guide to making a good environmental claim as well as the guidance document.

## FOOD LABELLING AND PACKAGING – U.K.

[www.gov.uk/food-labelling-and-packaging/overview](http://www.gov.uk/food-labelling-and-packaging/overview)

### **GOV.UK**

Contents include: Overview; Food labelling – what you must show; Ingredients list; Food and drink warnings; Nutrition, health claims and supplement labelling; and Organic food.

## ISO MEMBERS

[www.iso.org/iso/about/iso\\_members.htm](http://www.iso.org/iso/about/iso_members.htm)

### **International Organization for Standardization (ISO)**

ISO is a network of national standards bodies. Use the interactive map on this page to view profiles of national standards agencies by country, contact information and local websites.

## STANDARDS ALERT!

[www.scc.ca/en/standards/standards-alert](http://www.scc.ca/en/standards/standards-alert)

### **Standards Council of Canada (SCC)**

Subscribers receive email updates about changes to the Canadian and international standards in a particular field of interest. Also allows users to track an individual standard, including Canadian, ISO and IEC (International Electrotechnical Commission).

## STANDARDS STORE

[www.standardsstore.ca](http://www.standardsstore.ca)

### **Standards Council of Canada (SCC)**

Provides a single point of entry to search and purchase standards and related publications from hundreds of standards developers in Canada and around the world.

# 6. Finding Companies and Organizations

## 6a. Multi-Country Sources

## 6b. USA – General Sources

## 6c. USA – Industry Sector Sources

## 6d. Latin America

## 6e. Europe

## 6f. Asia



Canadian companies need to identify companies in export markets, as buyers, distributors, suppliers of components and ingredients, and also as competitors. Industry associations in specific sectors, and chambers of commerce in specific regions, often provide company directories (6a). In the U.S. there are numerous general resources (6b) and industry-specific resources (6c). Company directories for Latin America (6d), Europe (6e) and Asia (6f) are also described.



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## 6a. Multi-Country Sources

### KOMPASS ONLINE

[www.kompass.com](http://www.kompass.com)

#### **Kompass International**

Database of more than 5 million companies in nearly 70 countries. Start by searching company names or products; filter by country, company size, etc. The “Activities” tab for each company listing shows products and services, and whether the company is a manufacturer, distributor or service provider. For a fee, detailed company information and company lists are downloadable.

### SUPERPAGES – GLOBAL DIRECTORIES

[www.superpages.com/global](http://www.superpages.com/global)

#### **Supermedia LLC**

Search Yellow Pages, White Pages and directories worldwide. For example, view TeleListas from Brazil, or AME Info, a business directory for countries in the Middle East.

### GATEWAY TO ASSOCIATIONS

[www.asaecenter.org/Community/Directories/AssociationSearch.cfm](http://www.asaecenter.org/Community/Directories/AssociationSearch.cfm)

#### **American Association of Association Executives**

International directory of business, trade and professional associations that have an online presence. Search by keyword, association name, country and organization type.

### WORLD DIRECTORY OF IMPORTERS ASSOCIATIONS

[www.intracen.org/itc/trade-support/importers-associations/](http://www.intracen.org/itc/trade-support/importers-associations/)

#### **UN/WTO International Trade Centre**

Directory of more than 400 associations undertaking activities or providing services for the import of goods into their respective countries. Browse by country, or search by keyword.

## DIRECTORY OF TRADE PROMOTION ORGANIZATIONS AND OTHER TRADE SUPPORT INSTITUTIONS (TSI DIRECTORY)

[www.intracen.org/itc/trade-support/tsi-directory](http://www.intracen.org/itc/trade-support/tsi-directory)

### **UN/WTO International Trade Centre**

Profiles of trade support organizations. Default arrangement is by country; under Advanced Search, search by types of services provided, such as trade statistics, regulations, lists of companies, etc.

## WCN WORLD CHAMBERS DIRECTORY

[chamberdirectory.worldchambers.com](http://chamberdirectory.worldchambers.com)

### **International Chamber of Commerce**

Database of 12,000+ chambers of commerce worldwide; for example, the Russian Chamber of Commerce and Industry in Moscow and the Chambre de Commerce France-Canada in Paris. Provides contact details and links to websites and to member directories where available.

## TRADE SERVICES DIRECTORY

[www.globaltrade.net/expert-service-provider.html](http://www.globaltrade.net/expert-service-provider.html)

### **GlobalTrade.net**

Directory of trade service providers worldwide, including banks, language services, lawyers, taxes, trade compliance and customs, trading companies and agents, etc. Search by service category, country or keyword.

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## 6b. USA – General Sources

### INDUSTRY AND LOCAL BUSINESS STATISTICS – U.S.

[www.census.gov/econ/snapshots](http://www.census.gov/econ/snapshots)

#### **U.S. Census Bureau, Economic Census**

“Industry Snapshots” are summaries of key industries, from alcoholic beverage wholesalers through wireless telecommunications, in a range of metropolitan areas. 2012 Economic Census data is available.

### STATE DATA CENTER NETWORK

[www.census.gov/sdc/network.html](http://www.census.gov/sdc/network.html)

#### **U.S. Census Bureau**

Provides links to State Data Centers in the United States, from which local statistics can be obtained.

### COUNTY BUSINESS PATTERNS – U.S.

[www.census.gov/econ/cbp](http://www.census.gov/econ/cbp)

#### **U.S. Census Bureau**

An annual series that provides subnational economic data by industry, including the number of establishments, employment, and payroll. Businesses use the data for analyzing market potential, measuring the effectiveness of sales and advertising programs, setting sales quotas, and developing budgets. ZIP Code Business Patterns data are available shortly after the release of County Business Patterns, providing the number of establishments by employment-size classes by detailed industry.

## ANNUAL SURVEY OF MANUFACTURES – U.S.

[www.census.gov/manufacturing/asm/index.html](http://www.census.gov/manufacturing/asm/index.html)

### **U.S. Census Bureau**

The U.S. Census Bureau conducts the Annual Survey of Manufactures in each year between the Economic Census. The survey provides statistics on employment, payroll, supplemental labour costs, cost of materials consumed, operating expenses, value of shipments, value added by manufacturing, detailed capital expenditures, fuels and electric energy used, and inventories.

## DYNAMIC SMALL BUSINESS SEARCH – U.S.

[dsbs.sba.gov/dsbs/search/dsp\\_dsbs.cfm](http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm)

### **U.S. Small Business Administration**

Dynamic Small Business Search (DSBS) is a database of small businesses in the U.S., used by government contracting officers. Search by state, NAICS code, size, etc.

## U.S. CHAMBERS OF COMMERCE DIRECTORY

[www.marketingsource.com/directories/chambers](http://www.marketingsource.com/directories/chambers)

### **Concept Marketing Group**

Contact information for 7,300 chambers of commerce, convention and visitors bureaus, and economic development companies located throughout the United States. Free one-time download.

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## 6c. USA – Industry Sector Sources

### PENTON MEDIA

[www.penton.com](http://www.penton.com)

#### **Penton Media**

Penton publishes more than 100 business-to-business journals and manages 96 trade shows. These are in five business groups: Agriculture, Transportation, Natural Products and Food, Design and Manufacturing, and Infrastructure. Search using filters such as data and research, directories, magazines, trade shows, etc.

### THOMASNET.COM

[www.thomasnet.com](http://www.thomasnet.com)

#### **Thomas Publishing Company**

Directory of 610,000 qualified manufacturers and distributors of components, equipment and raw materials in the U.S. and Canada. Browse by category, from adhesives and sealants to pumps and valves, or keyword search products, brand and company names. “Other” category covers 53 product categories, from animal and veterinary to video systems.

### MACRAE’S BLUE BOOK

[www.macraesbluebook.com](http://www.macraesbluebook.com)

#### **Owen Media Partners**

Information on over 1,200,000 North American industrial companies with more than 2 million product listings indexed under more than 50,000 product headings, from abrasives to wire.

## INDUSTRYNET

[www.industry.net.com](http://www.industry.net.com)

### **Manufacturers' News, Inc.**

Database of 430,000 manufacturers and suppliers in the United States. Search by keyword or company name, or browse thousands of product and service categories, from abrasion resistant coatings to zoning consultants. Search by keyword, company or brand name.

## HEALTHCARE INFORMATION TECHNOLOGY DIRECTORY

[healthcareinformationtechnologydirectory.com](http://healthcareinformationtechnologydirectory.com)

### **Healthcare Information and Management Systems Society**

Browse by more than 250 product and services headings, under broad categories such as ambulatory, education, financial management, integration tools, mobile healthcare, network solutions, privacy and security, radiology and more. Advanced search by company name or location.

## HOSPITAL TECHNOLOGY DIRECTORY

[www.hospital-technology.com](http://www.hospital-technology.com)

### **Delta Strategies Ltd.**

Find specialist hospital systems, medical devices, instruments and hospital supplies. Click on Manufacturers & Suppliers for an alphabetical list of 191 companies; click on Classified Product Index to find companies under 190 product headings, from abdominal surgery to X-ray devices and accessories; or search by keyword.

## PHARMACEUTICAL SUPPLIERS DIRECTORY

[www.pharmaceutical-business-review.com/companies](http://www.pharmaceutical-business-review.com/companies)

### **Pharmaceutical Business Review**

Profiles of 1,500 suppliers by category: production and manufacturing, drug research, contract research and services, automation, packaging and regulatory affairs.

## DOING BUSINESS WITH VETERANS AFFAIRS – U.S.

[www.va.gov/oal/business/dbwva.asp](http://www.va.gov/oal/business/dbwva.asp)

### **U.S. Department of Veterans Affairs (VA)**

The VA Office of Acquisition and Logistics provides a comprehensive set of resources to assist businesses in selling to the Department, which covers hospitals, clinics, data processing centres and cemeteries. Examples of items purchased are medical and surgical supplies, equipment, prosthetic aids and medical gases.

## INFOMINE

[www.infomine.com](http://www.infomine.com)

### **InfoMine, Inc.**

Worldwide mining and mineral exploration information. Under “Suppliers and Equipment” are two company databases: SupplyMine is a database of 20,000 companies covering the entire range of products and services used by the mining industry; ConsultantMine is a searchable database of mining consultants and services. CountryMine has news, events, publications and resources links by country.

## MINING-TECHNOLOGY.COM

[www.mining-technology.com](http://www.mining-technology.com)

### **Kable Intelligence Limited**

Search for products and services by 50 categories, from abrasion resistant materials to workshop equipment. Profiles and contact information of companies, listed alphabetically.

## MACHINETOOLS.COM

[www.machinetools.com](http://www.machinetools.com)

### **MachineWeb, Inc.**

Worldwide directory of new and used machinery, by type/brand categories. Provides general information, contact information, and products or services offered for more than 32,000 companies. Filter by country.

## ROBOTICS TOMORROW – COMPANY DIRECTORY

[www.roboticstomorrow.com/company\\_directory\\_search.php](http://www.roboticstomorrow.com/company_directory_search.php)

### **LJB Management Inc.**

Robotics Tomorrow is an online trade magazine covering the robotics, advanced manufacturing and factory automation sectors. Search the international company directory by name, geographic region, and industry sub-sector.

## VENTURE OUTSOURCE: ELECTRONIC SERVICES LISTING DIRECTORY

[www.ventureoutsource.com](http://www.ventureoutsource.com)

### **VentureOutsource.com**

Directory of electronics products and services. Browse by market sector: medical, industrial and robotics, automotive, military and defence, computing, peripherals, aerospace and avionics, networking, consumer, cloud servers and storage, telecom, clean energy and green electronics. Advanced search includes keyword and location searching.

## U.S. GOVERNMENT PROCUREMENT

[www.international.gc.ca/sell2usgov-vendreaugouvusa/index.aspx](http://www.international.gc.ca/sell2usgov-vendreaugouvusa/index.aspx)

### **Global Affairs Canada**

This guide will help companies through the process of selling to U.S. government agencies. Sections include: Buy America(n) Essentials (how to apply to specific sectors); Procurement Basics (including a useful chart of U.S. content requirements); How the U.S. Buys (different methods for handling acquisitions, solicitations and contracts); Identifying Opportunities and Marketing; and State and Local Government Opportunities.

## STATE CENTRAL PURCHASING OFFICES AND STAFF – U.S.

[www.naspo.org/dnn/States.aspx](http://www.naspo.org/dnn/States.aspx)

### **National Association of State Procurement Officials**

Contact information for key individuals in the Central Purchasing Offices of each U.S. state and territory. The association also holds an annual 'How to Market to State Governments' meeting.

## DIRECTORY OF WASTE RESOURCES ON THE WEB

[www.epa.gov/epawaste/hazard/international/directory.htm](http://www.epa.gov/epawaste/hazard/international/directory.htm)

### **Environmental Protection Agency (EPA)**

In addition to providing numerous directories of product suppliers in various areas of pollution and waste management, the EPA website has a directory of links to organizations worldwide: cross-national organizations, national governments worldwide, news services, associations, research organizations and projects, and agreements and policies.

## WATER ONLINE – PROVIDERS

[www.wateronline.com/providersearch](http://www.wateronline.com/providersearch)

### **Vertmarkets Inc.**

Search for companies by location or by more than 65 product categories, from aerators and blowers to valves and hydrants.

## CONSUMER GOODS RELATED TRADE ASSOCIATIONS – U.S.

<http://www.ita.doc.gov/td/ocg/assoc.htm>

### **U.S. International Trade Administration**

Links and contact information for more than 60 U.S. trade associations, from Association of Home Appliance Manufacturers to Toy Industry Association, Inc.

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## 6d. Latin America

### LANIC – BUSINESS

[lanic.utexas.edu/la/region/business/index.html](http://lanic.utexas.edu/la/region/business/index.html)

#### **University of Texas at Austin**

The Latin America Network Information Center (LANIC) offers a directory of business resources for Latin America, both regionally and for individual countries.

### MEXICO BUSINESS DIRECTORY

[www.mexicodataonline.com](http://www.mexicodataonline.com)

#### **MexicoDataOnline**

Search by company name or industry category. Free information includes basic contact information; full profile available for a fee.

### MEXICAN BUSINESS INFORMATION SYSTEM (SIEM)

[www.siem.gob.mx](http://www.siem.gob.mx)

#### **Secretaría de Economía, México**

SIEM promotes micro, small, and medium enterprises. Under “Informacion” click on Directorio de Empresas, a directory of Mexican companies and products. (In Spanish only.)

### BRAZILIAN EXPORTERS DIRECTORY

[www.brazil4export.com](http://www.brazil4export.com)

#### **National Confederation of Industry Brazil**

Almost 16,000 companies and more than 4,500 product categories. (In English, Spanish and Portuguese.)

## NEI BRAZIL – DIRECTORY

[www.nei.com.br](http://www.nei.com.br)

### **Thomas Publishing Co.**

Database of more than 64,000 industrial product suppliers. Click on “Busque...” to see a list of broad product categories, or search by keyword. Basic contact information is provided; register for access to detailed information. (In Portuguese only.)

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## 6e. Europe

### EUROPAGES

[www.europages.co.uk](http://www.europages.co.uk)

#### **Europages**

Lists 2.6 million European companies by industry sector, geographic region, size and activity. Browse by one of 26 categories, or use keyword search and then restrict by country, size and category.

### WER LIEFERT WAS

<https://www.wlw.de>

#### **Wer Liefert Was? GmbH**

The leading supplier search engine (“who supplies what”) in Germany, Austria and Switzerland. Products and services (mostly industrial) from 530,000 suppliers, producers, distributors and service providers. Searchable in German, English and French under 47,000 product/service headings.

## BOTTIN

[www.bottin.fr](http://www.bottin.fr)

### **Teamwork Sprl**

Products and services database for France. Search by keyword for company names of products, or under tab “Index des rubriques” browse by product category from “abat-jour & lustres” to “zingueurs”. (In French only.)

## FOODDRINKEUROPE – MEMBERS

[www.fooddrinkeurope.eu](http://www.fooddrinkeurope.eu)

### **FoodDrinkEurope**

FoodDrinkEurope is an alliance of food industry associations. Under the Our Members tab, click on National Federations to find links to associations such as the Finnish Food and Drink Industries’ Federation, ETL – Elintarviketeollisuusliitto. Click on Sectors to find links to sector specific associations such as FEDIAF – European Pet Food Industry Federation.

## EUROCHAMBRES – MEMBERS

[www.eurochambres.eu](http://www.eurochambres.eu)

(under About Us, click on Our Members)

### **Association of European Chambers of Commerce and Industry**

Click on a printable “contact list”, or link to a specific member such as the Federation of Israeli Chambers of Commerce. Many of these local networks have business directories, guides to import, etc.

## 6f. Asia

### DIRECTORY OF OUTSTANDING ASEAN SMES 2015

[http://www.asean.org/?stafic\\_post=directory-of-outstanding-asean-smes-%3B](http://www.asean.org/?stafic_post=directory-of-outstanding-asean-smes-%3B)

#### **Association of Southeast Asian Nations (ASEAN)**

Contact information for more than 800 companies, by sector and country; also directory of chambers of commerce and key trade shows. Key statistics about incorporations for each ASEAN country, and links to relevant national organizations. Summary of harmonized standards and regulatory practices by industry sector.

### JETRO – MARKET REPORTS

[www.jetro.go.jp/en/reports/market](http://www.jetro.go.jp/en/reports/market)

#### **Japan External Trade Organization (JETRO)**

Market reports on Japanese sectors; includes lists of importers and wholesalers association for selected products, as well as market trends, statistics, relevant regulations and import procedures.

### BIZINKOREA

[www.BizInKorea.org](http://www.BizInKorea.org)

#### **Korea Ministry of Trade, Industry and Energy and the Korean Chamber of Commerce and Industry**

Search for South Korean companies by company name, industrial category or region. Provides basic contact information, line of business, and some financial information.

### BUSINESS STANDARD 1000 – INDIA

[www.business-standard.com/content/general\\_pdf/bs1000-2015\\_02.pdf](http://www.business-standard.com/content/general_pdf/bs1000-2015_02.pdf)

#### **Business Standard Private Ltd.**

Annual rankings of India's top 1,000 companies, ranked by growth over 3 years. Rankings are arranged by industry sector. Basic information on more than 3,500 public companies is supplied by Credit Risk Monitor at [www.crmz.com/Directory/CountryIN.htm](http://www.crmz.com/Directory/CountryIN.htm)

# 7. Customs and Logistics: Moving the Product

## 7a. Product Classification and Tariffs

## 7b. Customs Regulations – Canada

## 7c. Customs Regulations – Country-Specific

## 7d. Logistics



Before making that first export sale, the Canadian exporter will need more detailed information about the movement of goods. Section 7a describes sources to find Harmonized System (HS) codes, and the resources that use HS codes, such as tariff databases. Customs regulations (7b) covers Canadian requirements, and country-specific regulations (7c) points to guides, workshops and documentation to ensure customs compliance in the target country. Other logistics issues (7d) include Incoterms<sup>®</sup> and directories of freight forwarders and customs brokers.



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## 7a. Product Classification and Tariffs

### HARMONIZED SYSTEM (HS) NOMENCLATURE

[www.wcoomd.org/en/topics/nomenclature/instrument-and-tools.aspx](http://www.wcoomd.org/en/topics/nomenclature/instrument-and-tools.aspx) (click on current edition)

#### **World Customs Organization**

Hierarchical listing of the nomenclature section of the HS code, with links to individual chapters by two-digit level, for example 01= Live Animals. Each chapter provides the details to six digits, for example 0102.31 = Buffalo: Pure-bred breeding animals.

### CANADIAN EXPORT CLASSIFICATION

[www.statcan.gc.ca/pub/65-209-x/65-209-x2015000-eng.htm](http://www.statcan.gc.ca/pub/65-209-x/65-209-x2015000-eng.htm)

#### **Statistics Canada**

General rules for the interpretation of the Harmonized System (HS), and titles of sections and chapters of the Canadian Export Classification.

### ONLINE HARMONIZED COMMODITIES CODE DATABASE

[www.asycuda.org/onlinehs.asp](http://www.asycuda.org/onlinehs.asp)

#### **United Nations Conference on Trade and Development**

An official description of the codes in the Harmonized System (HS), to the 6-digit level. Users can browse by code chapters, or search by keyword.

## HS CODES – KEYWORD SEARCH

[www.ic.gc.ca/tdo](http://www.ic.gc.ca/tdo)

(click on “Search by product”)

### **Industry Canada**

In the Trade Data Online database, under “Select a product”, choose the “Search for a product” option and then enter a keyword to identify related HS codes to 6 digits. Free to download commodity trade data between Canada and the provinces and their international trading partners, at the 6-digit HS level.

## TARIFF DOWNLOAD FACILITY

[tariffdata.wto.org](http://tariffdata.wto.org)

### **World Trade Organization (WTO)**

This database contains comprehensive information on non-preferential or Most Favoured Nation (MFN) applied (actual) and bound (maximum) tariffs at the standard 6-digit codes of the Harmonized System (HS) for all WTO members. Data can be downloaded in Excel, XML or CSV formats.

## TARIFF ANALYSIS ONLINE

[tao.wto.org](http://tao.wto.org)

### **World Trade Organization (WTO)**

Offers a single interface to two WTO databases, the Integrated Database (IDB) and the Consolidated Tariff Schedules (CTS). Choose from pre-built reports such as Tariff Line Duties, Principal Suppliers, or Tariff Quotas. Then customize to an import market, year, and one or more 8-digit HS codes. Export the report data in Excel, XML, or text format, or print in PDF format. Includes a clear User Guide.

## TARIFF INFORMATION BY COUNTRY

[www.international.gc.ca/trade-agreements-accords-commerciaux/  
topics-domaines/goods-produits/index.aspx](http://www.international.gc.ca/trade-agreements-accords-commerciaux/topics-domaines/goods-produits/index.aspx)

### **Global Affairs Canada**

Links to foreign customs tariff databases, by country.

## EU ONLINE CUSTOMS TARIFF DATABASE (TARIC)

[ec.europa.eu/taxation\\_customs/customs/customs\\_duties/tariff/  
aspects/customs\\_tariff/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/customs_duties/tariff_aspects/customs_tariff/index_en.htm)

### **European Commission, Taxation and Customs Union**

The online customs tariff database, TARIC, is a multilingual database that integrates all measures relating to tariff, commercial and agricultural legislation. The search function shows the duty rate and links to any regulations that might apply.

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## **7b. Customs Regulations – Canada**

### A STEP-BY-STEP GUIDE TO EXPORTING COMMERCIAL GOODS FROM CANADA

[www.cbsa-asfc.gc.ca/export/guide-eng.html](http://www.cbsa-asfc.gc.ca/export/guide-eng.html)

### **Canada Border Services Agency (CBSA)**

An overview of the exporting process, explaining the Canadian customs regulations and programs covered by CBSA's Memoranda Series D1 to D22.

## CHECKLIST FOR EXPORTING COMMERCIAL GOODS FROM CANADA

[www.cbsa.gc.ca/export/checklist-controle-eng.html](http://www.cbsa.gc.ca/export/checklist-controle-eng.html)

### **Canada Border Services Agency (CBSA)**

A convenient list of the steps needed to be compliant with CBSA regulations on exports, from obtaining an import/export business number to completing and submitting the export declaration electronically.

## DUTY DEFERRAL PROGRAM

[www.cbsa-asfc.gc.ca/import/ddr-red/](http://www.cbsa-asfc.gc.ca/import/ddr-red/)

### **Canada Border Services Agency (CBSA)**

The Duty Deferral Program aims to improve the competitiveness of Canadian businesses by offering relief from the payment of most duties and taxes on imported goods that are ultimately exported, whether or not the goods are further manufactured in Canada. This program groups three sub-programs (Duties Relief, Drawback and Customs Bonded Warehouse) through which businesses can defer, relieve or refund the payment of duties on imported goods that are subsequently exported.

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## 7c. Customs Regulations – Country-Specific

### NEW EXPORTERS TO BORDER STATES

[www.ontario.ca/page/learn-export](http://www.ontario.ca/page/learn-export)

#### **Ministry of Citizenship, Immigration and International Trade (MCIIT)**

The New Exporters to Border States (NEBS) program introduces exporters to the fundamentals of exporting to the United States. Offered as either a two-day, hands-on workshop or as a half-day seminar, NEBS provides expert briefings on the practical aspects of doing business in the U.S. Topics covered include: U.S. customs procedures and documentation requirements; the identification and

management of agents and distributors; warehouse distribution fulfillment options; banking, corporate and other legal considerations; federal and state tax as well as business immigration requirements.

## U.S. CUSTOMS AND COMPLIANCE SEMINARS

[www.ontario.ca/page/learn-export](http://www.ontario.ca/page/learn-export)

### **Ministry of Citizenship, Immigration and International Trade (MCIT)**

These seminars provide practical, hands-on information that covers NAFTA Rules and Certificates of Origin, customs documentation requirements to clear goods into the U.S., and U.S. tariff classifications and compliance responsibilities as an Importer of Record. Visit [ontario.ca/tradecalendar](http://ontario.ca/tradecalendar) for a complete listing of all upcoming events and seminars.

## IMPORTING INTO THE UNITED STATES: A GUIDE FOR COMMERCIAL IMPORTERS

[www.cbp.gov/document/publications/importing-united-states](http://www.cbp.gov/document/publications/importing-united-states)

### **U.S. Customs and Border Protection (CBP)**

This 200+ page guide covers entry of goods, informed compliance, invoices, assessment of duty, classification and value, marking, special requirements, and more.

## INFORMED COMPLIANCE PUBLICATIONS – U.S.

[www.cbp.gov/trade/rulings/informed-compliance-publications](http://www.cbp.gov/trade/rulings/informed-compliance-publications)

### **U.S. Customs and Border Protection (CBP)**

Informed Compliance publications include the “What Every Member of the Trade Community Should Know About: ...” series, which are substantive booklets covering many specific topics and categories of goods, from “The ABCs of Prior Disclosure” to “Works of Art, Collectors Pieces, Antiques and Other Cultural Property”.

## HTS SEARCH – U.S.

[hts.usitc.gov/](https://hts.usitc.gov/)

### **U.S. International Trade Commission**

Harmonized Tariff Schedule (HTS) of the United States. Provides the 8-digit tariff code for specific products. Browse by chapter for the full legal text of chapters. Search box at top provides access by keyword.

## CUSTOMS RULINGS ONLINE SEARCH SYSTEM – U.S.

[rulings.cbp.gov](https://rulings.cbp.gov)

### **U.S. Customs and Border Protection (CBP)**

Customs Rulings Online Search System (CROSS) is a searchable database of CBP rulings that can be retrieved based on simple or complex search parameters. CROSS has the added functionality of CROSS referencing rulings from the initial search result set with their modified, revoked or referenced counterparts.

## FORMS – U.S.

[livingston.gocactus.com/form-category/u-s/](https://livingston.gocactus.com/form-category/u-s/)

(click on U.S.)

### **Livingston International**

Examples of forms for shipping goods to the U.S. are provided on this site, such as the NAFTA Certificate of Origin and the U.S. Customs Invoice. Forms can be viewed, completed and printed online; blank forms can also be downloaded.

## U.S. GUIDANCE DOCUMENTS – PRIOR NOTICE OF IMPORTED FOODS

[www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/ImportsExports/default.htm](http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/ImportsExports/default.htm)

### **U.S. Food and Drug Administration (FDA)**

Links to guides about U.S. import regulations for food, including Questions and Answers, Harmonized Tariff Schedule codes, and “Small Entity Compliance Guide: What You Need to Know...”.

## IMPORTING INTO THE U.S. – MEDICAL DEVICES

[www.fda.gov/MedicalDevices/DeviceRegulationandGuidance/ImportingandExportingDevices/ucm050126.htm](http://www.fda.gov/MedicalDevices/DeviceRegulationandGuidance/ImportingandExportingDevices/ucm050126.htm)

### **U.S. Food and Drug Administration (FDA)**

Provides overview and summary of FDA requirements for medical devices and products that emit radiation, and a link to “Device Advice”, the section of the FDA website that describes the basic regulatory requirements covering medical devices distributed in the U.S.

## EXPORT HELPDESK – EUROPE

[exporthelp.europa.eu](http://exporthelp.europa.eu)

### **European Commission**

Intended to assist developing countries in exporting to the EU. Sections include Requirements and taxes – EU import requirements, VAT rules and excise duties; Import tariffs – a lookup table using 10-digit HS codes; Trade statistics; and Business Contacts – including customs and taxation organizations.

## HANDBOOKS FOR IMPORT REGULATION – JAPAN

[www.jetro.go.jp/en/reports/regulations](http://www.jetro.go.jp/en/reports/regulations)

### **Japan External Trade Organization (JETRO)**

Guides to import procedures for consumer products, industrial products, agricultural and fishery products. Also includes specifications and standards for foods and food additives, and specifications, standards and testing methods for foodstuffs, implements, containers and packaging, toys, and detergents.

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## **7d. Logistics**

### TRADE LOGISTICS 101: AN INTRODUCTION TO FORWARDING

[fita.org/aotm/0802.html](http://fita.org/aotm/0802.html)

#### **Federation of International Trade Associations (FITA)**

This article by William Corley explains the role of freight forwarders in a straightforward way.

### SHIPPING YOUR PRODUCT

<https://new.export.gov/basic-guide/12-shipping>

#### **U.S. Trade Information Center**

Chapter 12 of “A Basic Guide to Exporting”. Covers: How international freight forwarders can help you, How your product should be packed and labelled, What documentation and insurance you may need, International shipping companies and what services they offer.

## SAFE STOWAGE: A GUIDE FOR EXPORTERS

[www.livingstonintl.com/resource/safe-stowage-a-guide-for-exporters-source-faitc](http://www.livingstonintl.com/resource/safe-stowage-a-guide-for-exporters-source-faitc)

### **Global Affairs Canada, archived by Livingston International**

Contents include: How the average cargo move takes place and who is normally involved, Knowing how to prevent damage, Results of improper storage, How to take initial preventive steps in stowage to protect your goods from damage, Hints on stowing your cargo, Standard equipment for international moves, Insurance, Summary of do's and don'ts for shippers, and Principal intermodal terms and definitions.

## INCOTERMS® RULES

[www.iccwbo.org/products-and-services/trade-facilitation/incoterms-2010/the-incoterms-rules](http://www.iccwbo.org/products-and-services/trade-facilitation/incoterms-2010/the-incoterms-rules)

### **International Chamber of Commerce (ICC)**

Incoterms® are a set of rules defining the responsibilities of sellers and buyers for the delivery of goods under sales contracts, and provide a common terminology and descriptions for international shipments, e.g. CIP “Carriage And Insurance Paid To”. They indicate where the exporter's responsibility ends and the importer's responsibility begins with respect to ownership and insurance of the goods. Summary charts are available from many customs brokers.

## CIFFA MEMBER DIRECTORY

[www.ciffa.com/membership/member-directory](http://www.ciffa.com/membership/member-directory)

### **Canadian International Freight Forwarders Association (CIFFA)**

Directory of 250+ freight forwarders who are members of CIFFA.

## CIFFA WORKSHOPS

[www.ciffa.com/education\\_topical.asp](http://www.ciffa.com/education_topical.asp)

### **Canadian International Freight Forwarders Association (CIFFA)**

CIFFA's training workshops include classroom-based and web-based training on cargo insurance, Incoterms®, the essentials of exporting, and letters of credit.

## C-TPAT PROGRAM BENEFITS GUIDE

[www.cbp.gov/document/guides/c-tpat-program-benefits-guide](http://www.cbp.gov/document/guides/c-tpat-program-benefits-guide)

### **U.S. Customs and Border Protection (CBP)**

This brochure has been developed to generally explain the benefits of the C-TPAT cross-border security program, for members and non-members.

## C-TPAT MINIMUM SECURITY CRITERIA AND GUIDELINES

[www.cbp.gov/border-security/ports-entry/cargo-security/c-tpat-customs-trade-partnership-against-terrorism/apply/security-criteria](http://www.cbp.gov/border-security/ports-entry/cargo-security/c-tpat-customs-trade-partnership-against-terrorism/apply/security-criteria)

### **U.S. Customs and Border Protection (CBP)**

In particular, see the guidelines for manufacturers, which cover security procedures, container security, physical access controls, procedural security, security training and threat awareness, physical security, and information technology security. Click on “Foreign Manufacturers” for details on the requirements for Canadian companies to participate in C-TPAT – see box for “Criteria” and “Profile Overview”.

## FREIGHT FORWARDERS AND LOGISTICS DIRECTORY

[www.freightnet.com/directory.php](http://www.freightnet.com/directory.php)

### **Freightnet**

International directory of freight forwarders, cargo and logistics services, including cargo insurance, customs brokers, freight associations, couriers, finance and factoring, shipping lines, track and trace, warehousing and packaging, etc.

## ONTARIO ASSOCIATION OF TRADING HOUSES

[www.oath.on.ca](http://www.oath.on.ca)

### **Ontario Association of Trading Houses (OATH)**

Look under “About Trading Houses” for a description of the role and services of trading houses.

## WHAT IS A CUSTOMS BROKER AND WHY DO YOU NEED ONE?

[cscb.ca/content/what-customs-broker-why-do-you-need-one](http://cscb.ca/content/what-customs-broker-why-do-you-need-one)

### **Canadian Society of Customs Brokers (CSCB)**

Brief but helpful advice on selecting a customs broker and questions to ask.

## CUSTOMS BROKERS

[www.cbp.gov/document/publications/customs-brokers](http://www.cbp.gov/document/publications/customs-brokers)

### **U.S. Customs and Border Protection (CBP)**

One of a series of publications, “What every member of the trade community should know about...”. Includes 10 pages on the duties and responsibilities of customs brokers.

## FIND A CUSTOMS BROKER

[cscb.ca](http://cscb.ca)

### **Canadian Society of Customs Brokers (CSCB)**

Directory of customs brokers, including all branch offices.  
Search by Canadian city, metro area or province.

## GLOBAL SUPPLY CHAIN MANAGEMENT COURSE

[fittfortrade.com/global-supply-chain-management](http://fittfortrade.com/global-supply-chain-management)

### **Forum for International Trade Training (FITT)**

An in-depth online training course on the logistics of international trade. Part of a series of courses leading to the designation “Certified International Trade Professional” (CITP), but may be taken separately. (\$)

## UPS TRADEABILITY

[https://www.apps.ups.com/tradeability?loc=en\\_CA](https://www.apps.ups.com/tradeability?loc=en_CA)

### **UPS**

International tools include: Harmonizer – identify harmonized tariff codes for your products; Landed cost – estimate the landed cost including applicable duties, fees, taxes, and transportation costs; Denied party screener – search for restricted trading parties or embargoed countries; Import compliance – check for country-specific trade regulations, procedures, tariffs, laws, and administrative rulings; and Forms – complete forms online or browse a library of PDF documents to assist you with export and import shipments. (Registration required.)

# 8. Market Entry: Finding Potential Customers

## 8a. Market Entry – General

## 8b. Trade Shows and Trade Leads

## 8c. Distribution Channels and E-Commerce

## 8d. Promotion



This section covers programs and services that support market entry in general, such as workshops (8a). Many programs help Canadian exporters to participate in trade shows, and other resources (8b) help to identify trade leads, including government procurement. Distribution channels (8c) describes guides to choosing channels and distribution partners – wholesalers, licensing and joint ventures, and e-commerce, and to commercial contracts with such partners. Finally, promotion (8d) describes directories of media outlets and branding programs for Canadian products and services.

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## 8a. Market Entry – General

### TRADE MISSIONS AND EVENTS CALENDAR

[ontario.ca/tradecalendar](http://ontario.ca/tradecalendar)

#### **Ministry of Citizenship, Immigration and International Trade (MCIIT)**

The Ministry's International Trade Branch offers a number of programs and services designed to assist Ontario exporters to expand globally. These include export seminars and workshops, international trade missions and exhibitions. This mobile-friendly web page has a complete listing of upcoming events – searchable by keyword, sector, market region and date.

### EARLY STAGE EXPORTERS PROGRAM

[www.occ.ca/programs/early-stage-exporters/](http://www.occ.ca/programs/early-stage-exporters/)

#### **Ontario Chamber of Commerce (OCC)**

This fund supports smaller companies with sales from \$300,000-\$500,000 and 3+ employees to develop and grow their export markets. Four categories of export activities are funded: direct contacts, marketing tools, market research and foreign bidding projects. Companies must be in an identified priority sector.

### EXPORT MARKET ACCESS PROGRAM

[exportaccess.ca/en/home](http://exportaccess.ca/en/home)

#### **Ontario Chamber of Commerce (OCC)**

The Export Market Access grant program is designed to assist Ontario small to medium size organizations to access and expand their growth in foreign markets. Eligibility: 5+ employees and annual sales of \$500,000+. Grants to cover up to 50% of eligible costs incurred to develop export sales. Eligible activities include market research, marketing tools, direct contacts and foreign bidding projects.

## ONTARIO EXPORTERS FUND

[www.ontarioexporters.ca/home](http://www.ontarioexporters.ca/home)

### **Ontario Chamber of Commerce (OCC)**

The Ontario Exporters Fund is a grant program designed to assist businesses to develop focused export programs. It covers up to 50% of the cost (up to \$80,000) to hire an Export Manager for 2 years to develop an international business plan and increase access to international export markets. Eligibility: currently established and operating in Ontario for 2+ years with 5 to 500 employees and annual sales of \$1-\$20 million with 10%-50% in export sales, and in one of the priority sectors of the Government of Ontario.

## PROFIT MAGAZINE – TRADE TIPSHEETS

[www.profitguide.com/trade-tipsheets](http://www.profitguide.com/trade-tipsheets)

### **Profit Magazine**

Export advice and strategies of the PROFIT 500: Canada's Fastest-Growing Companies. Examples: No. 7 How to secure the best distributors, No. 13 Easy long-distance shipping, No. 27 How to compete in a niche market, No. 42 How to raise your trade show game.

## INTERNATIONAL MARKETING COURSE

[fittfortrade.com/international-marketing](http://fittfortrade.com/international-marketing)

### **Forum for International Trade Training (FITT)**

An in-depth online training course. Covers marketing plans, implementation and coordination of international marketing activities for products and services, distinctions between domestic and international marketing, and adapting and/or developing products and services for the foreign market. Part of a series of courses leading to the designation "Certified International Trade Professional" (CITP), but the course may be taken separately. (\$)

## INTERNATIONAL MARKET ENTRY STRATEGIES COURSE

[fittfortrade.com/international-market-entry-strategies](http://fittfortrade.com/international-market-entry-strategies)

### **Forum for International Trade Training (FITT)**

An in-depth online training course on market entry strategies. Covers barriers to market entry, market entry strategies, and negotiating partnership agreements. Part of a series of courses leading to the designation “Certified International Trade Professional” (CITP), but the course may be taken separately. (\$)

## TRADE SERVICES DIRECTORY

[www.globaltrade.net/expert-service-provider.html](http://www.globaltrade.net/expert-service-provider.html)

### **GlobalTrade.net**

Directory of 125,000 trade service providers worldwide, including banks, language services, lawyers, taxes, trade compliance and customs, trading companies and agents, etc. Search by service category, country or keyword.

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## **8b. Trade Shows and Trade Leads**

### PREPARING FOR TRADE SHOWS

[www.agr.gc.ca/eng/industry-markets-and-trade/trade-events/preparing-for-trade-shows/?id=1410072148366](http://www.agr.gc.ca/eng/industry-markets-and-trade/trade-events/preparing-for-trade-shows/?id=1410072148366)

### **Agriculture and Agri-Food Canada**

A series of brief guides providing tips on how to get the most out of trade show participation: Planning and preparation, Marketing and communications, Boothmanship and follow-up, and Post-show reports.

## ATA CARNET

[www.chamber.ca/carnet](http://www.chamber.ca/carnet)

### **Canadian Chamber of Commerce**

Internationally-recognized customs document for the temporary importation of goods. The carnet is commonly used to bring commercial samples to potential customers or trade fairs, and by service companies to travel with their professional equipment.

## M+A EXPO ORGANIZER

[www.expodatabase.com/aussteller/menue/knowhow](http://www.expodatabase.com/aussteller/menue/knowhow)

### **Deutscher Fachverlag**

A comprehensive collection of task schedules and checklists for trade show planning, operating and follow-up. Good coverage of Europe.

## TSNN – EVENT SEARCH

[www.tsn.com](http://www.tsn.com)

### **Trade Show News Network**

Database of 25,000 trade shows, with a major emphasis on U.S. shows. Search by 52 industry categories, from agriculture to travel and tourism, or search by location, month or keyword.

## EVENTSEYE

[www.eventseye.com](http://www.eventseye.com)

### **EventsEye.com**

Bilingual file of 9,000 trade shows, with good coverage for Europe. Search by name, theme, date or location. “Themes” are 150 broad topics, such as Jewelry or Mining Technologies, with about 50 entries under most themes.

## J-MESSE

[www.jetro.go.jp/en/database/j-messe](http://www.jetro.go.jp/en/database/j-messe)

### **Japan External Trade Organization (JETRO)**

This database has more than 2,000 trade shows with good coverage for Asia. Search by keyword, industry, date or location.

## TOFAIRS.COM

[www.tofairs.com](http://www.tofairs.com)

### **Expolink Ltd.**

Database of trade shows; browse by industry sector, country or region, or search by trade show name. Good coverage of Eastern Europe.

## COUNTRY TRAVEL ADVICE AND ADVISORIES

[travel.gc.ca/travelling/advisories](http://travel.gc.ca/travelling/advisories)

### **Government of Canada**

Safety and security conditions, health questions and entry/exit requirements for the country or countries you may be visiting.

## TRAVELLER'S CHECKLIST

[travel.gc.ca/travelling/publications/travellers-checklist](http://travel.gc.ca/travelling/publications/travellers-checklist)

### **Government of Canada**

Covers the essential steps to take before leaving Canada. Includes optional Registration of Canadians Abroad service.

## BUSINESS TRAVEL ABROAD

[new.export.gov/basic-guide/16-travel-abroad](http://new.export.gov/basic-guide/16-travel-abroad)

### **U.S. Trade Information Center**

Chapter 16 in "A Basic Guide to Exporting". Covers: Documents you need to travel internationally, Tips for travel and business meetings in your destination country, and Cultural factors to take into account.

## CANADA-U.S. BUSINESS TRAVEL GUIDE

[www.cme-mec.ca/download.php?file=hdoytohj.pdf](http://www.cme-mec.ca/download.php?file=hdoytohj.pdf)

### **Canadian Manufacturers & Exporters and Baker & McKenzie**

This guide covers travel into the U.S. and into Canada. The U.S. section includes U.S. entry requirements and Canadians entering the United States under NAFTA, such as professionals, business visitors, intra-company transferees and investors.

## ENTERPRISE CANADA NETWORK

[www.enterprisecanadanetwork.ca](http://www.enterprisecanadanetwork.ca)

### **Canadian Manufacturers & Exporters**

Registered users have access to ECN's match-making services, including the ability to search Canadian and international open opportunities, find new opportunities through Opportunity Matching Alerts by email, and advance notice on sector-specific incoming, outgoing and virtual trade and innovation events and missions.

## MERX U.S. TENDERS

[www.merx.com](http://www.merx.com)

(click on U.S. Tenders)

### **MERX**

A comprehensive source for tender information on U.S. federal, state, and local opportunities. (\$)

## FEDERAL BUSINESS OPPORTUNITIES

[www.fbo.gov](http://www.fbo.gov)

### **Federal Business Opportunities**

Search U.S. federal government procurement opportunities over U.S. \$25,000.

## TED – TENDERS ELECTRONIC DAILY – EU

[ted.europa.eu/TED/main/HomePage.do](http://ted.europa.eu/TED/main/HomePage.do)

### **European Commission**

Online version of the “Supplement to the Official Journal of the EU”, updated 5 times a week with about 1,500 public procurement notices from the European Union, the European Economic Area and beyond. Browse, search and sort procurement notices by country, region, business sector and more.

## BUSINESS OPPORTUNITIES: DEVELOPMENT AND HUMANITARIAN AID MARKETS

[www.tradecommissioner.gc.ca/eng/development-humanitarian-aid-markets/index.jsp](http://www.tradecommissioner.gc.ca/eng/development-humanitarian-aid-markets/index.jsp)

### **Global Affairs Canada**

Explanation of markets in developing countries and humanitarian relief. Links to development banks and aid agencies. Click on the “Market Information and Reports tab for a link to a “Partnering Guide” covering how to find a partner, types of relationships, mitigating risks and tips.

## RESPONDING TO UNSOLICITED ORDERS

[publications.gc.ca/collections/collection\\_2008/exportsource/EE4-4-2005E.pdf](http://publications.gc.ca/collections/collection_2008/exportsource/EE4-4-2005E.pdf)

### **Government of Canada**

A template on the process involved in responding to an unsolicited order from abroad: developing an estimate of what price and terms to ask of the foreign buyer, preparing a quotation as the basis for negotiation, and drawing up the terms of contract with the foreign buyer. Steps covered: internal research, market research, landed cost calculation, feasibility test (diagnostic), negotiation, the contract, and order fulfillment.

## EVALUATING TRADE LEADS

[www.going-global.com/articles.htm](http://www.going-global.com/articles.htm)

### **ZDNet and JPG Consulting**

Article by Jeffery P. Graham on evaluating trade leads, especially those posted on international websites.

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## **8c. Distribution Channels and E-Commerce**

### EXPORT STRATEGIES OF SMALL AND MEDIUM-SIZED CANADIAN BUSINESSES

[www.edc.ca](http://www.edc.ca)

(under Knowledge Centre, click on Publications)

#### **Export Development Canada (EDC)**

Brief introduction to market entry strategies, including direct exporting, using representatives, partnering with a larger Canadian exporter, follow-the-customer partnerships, and partnering with a foreign company. (Registration required.)

### DIVERSIFYING YOUR MARKET, ONE STEP AT A TIME

[www.edc.ca](http://www.edc.ca)

(under Knowledge Centre, click on Publications)

#### **Export Development Canada (EDC)**

This white paper covers the benefits and challenges of diversification, recommended steps for exporting and entry strategies for new markets. (Registration required.)

## DISTRIBUTING YOUR PRODUCT – FOOD PRODUCTS

[www.omafra.gov.on.ca/english/food/industry/food\\_proc\\_guide\\_html/chapter\\_10.htm](http://www.omafra.gov.on.ca/english/food/industry/food_proc_guide_html/chapter_10.htm)

### **Ministry of Agriculture, Food and Rural Affairs (OMAFRA)**

This brief guide for the food sector covers types of distribution channels, deciding on a distribution channel, how to get your product listed, how to be a successful supplier, and choosing a broker.

## METHODS AND CHANNELS

[new.export.gov/basic-guide/5-methods-and-channels](http://new.export.gov/basic-guide/5-methods-and-channels)

### **U.S. Trade Information Center**

Chapter 5 in “A Basic Guide to Exporting”. Covers: Finding the best approach to exporting for your company; Separating international from domestic business; and Finding overseas partners, agents, and distributors.

## USING TECHNOLOGY LICENSING AND JOINT VENTURES

[new.export.gov/basic-guide/7-technology-licensing](http://new.export.gov/basic-guide/7-technology-licensing)

### **U.S. Trade Information Center**

Chapter 7 in “A Basic Guide to Exporting”. Covers: Methods of obtaining foreign trade income, Advantages and disadvantages of technology licensing and joint ventures.

## SELLING OVERSEAS AND AFTERSALES SERVICES

[new.export.gov/basic-guide/17-selling-overseas](http://new.export.gov/basic-guide/17-selling-overseas)

### **U.S. Trade Information Center**

Chapter 17 in “A Basic Guide to Exporting”. Covers: Establishing a policy to deal with international inquiries, Researching an international company before conducting business, Building and maintaining a working relationship with an overseas customer, and Reviewing options for service delivery to foreign buyers.

## STRATEGIES FOR OPTIMIZING INTERNATIONAL DISTRIBUTORS

[info.ibtpartners.com/finding-distributors-for-export-markets](http://info.ibtpartners.com/finding-distributors-for-export-markets)

### **IBT Partners**

Whitepaper covering agents vs. distributors, identifying distributors online and offline, engaging distributors online and offline, supporting your distributor, managing distributor networks, overcoming challenges, and best practice recommendations. (Registration required.)

## AGENT AND DISTRIBUTOR SELECTION – A HOW TO GUIDE

[www.iccnz.com/assets/Reports/Agent-Distribution-selection.pdf](http://www.iccnz.com/assets/Reports/Agent-Distribution-selection.pdf)

### **New Zealand Trade and Enterprise**

Includes advantages/disadvantages of in-market representation, types of written agreements, measure your agent or distributor's performance, other options for market representation, and a checklist for an agent/distributor agreement.

## EVALUATING FOREIGN DISTRIBUTORS

[www.going-global.com/articles.htm](http://www.going-global.com/articles.htm)

### **ZDNet and JPG Consulting**

Article by Jeffery P. Graham describing what a foreign distributor can do for the exporter, evaluating the options of using an export intermediary versus setting up an international marketing department within your company, and evaluating potential foreign distributors.

## COME-INTO-CONTACT.COM

[www.iucab.com/en/looking\\_for\\_agents.php](http://www.iucab.com/en/looking_for_agents.php)

### **Internationally United Commercial Agents and Brokers (IUCAB)**

The IUCAB Online Database links to the member directories of 14 affiliated associations in the UK, continental Europe and the U.S. Provides an international platform for establishing business relations.

## TRADING COMPANIES AND AGENTS

[www.globaltrade.net/global/Sales-and-Distribution/expert-service-provider.html](http://www.globaltrade.net/global/Sales-and-Distribution/expert-service-provider.html)

### **GlobalTrade.net**

International directory includes 15,000 trading companies and agents: distributors, export management companies, trading companies and sales agents. Filter by 15 industry sectors, from chemicals to vehicles/parts.

## COMMERCIAL CONTRACT TERMS

[www.edc.ca](http://www.edc.ca)

(under Knowledge Centre, click on Publications)

### **Export Development Canada (EDC)**

Covers commercial contract principles, and typical clauses. (Registration required.)

## MODEL CONTRACTS FOR SMALL FIRMS

[www.intracen.org/model-contracts-for-small-firms/](http://www.intracen.org/model-contracts-for-small-firms/)

### **UN/WTO International Trade Centre**

Leading law firms from 51 countries created models that can – with minimal modifications – be used for contracts in any part of the world. The model contracts cover key trade activities such as sale of goods, distribution, services, joint ventures, etc.

## E-EXPORTING

[www.onebusiness.ca/ebusiness](http://www.onebusiness.ca/ebusiness)

(under Increasing Your Sales, click on E-Exporting)

### **Ontario Network of Entrepreneurs**

Part of Ontario's e-Business Toolkit for Small Business. Steps covered include: Evaluate your e-export potential, Develop an e-export plan, Modify your product for foreign markets, Research the legal issues related to e-exporting, Leverage your website to sell abroad, Ship your products, Get paid, Risks and Frequent Exporting Mistakes.

## SUCCEED WITH E-COMMERCE

[www.bdc.ca/EN/articles-tools/entrepreneur-toolkit/ebooks/Pages/e-commerce-guide.aspx](http://www.bdc.ca/EN/articles-tools/entrepreneur-toolkit/ebooks/Pages/e-commerce-guide.aspx)

### **Business Development Bank of Canada (BDC)**

This guide covers the basics, from getting your company ready for e-commerce to launching your online store, as well as more advanced tips on how to scale up a basic site to a more sophisticated presence. It also discusses how to handle the back-end of e-commerce, including inventory management, order fulfillment and shipping. (Registration required.)

## GOING ONLINE: E-EXPORTING TOOLS FOR SMALL BUSINESSES

[new.export.gov/basic-guide/11-going-online](http://new.export.gov/basic-guide/11-going-online)

### **U.S. Trade Information Center**

Chapter 11 in "A Basic Guide to Exporting". Covers: E-commerce defined; Your company's readiness; and Steps to going online.

## SECRETS OF ELECTRONIC COMMERCE

[www.intracen.org/WorkArea/DownloadAsset.aspx?id=37607](http://www.intracen.org/WorkArea/DownloadAsset.aspx?id=37607)

### **UN/WTO International Trade Centre**

Guide focusing on Internet-based services with regard to small and medium-sized enterprises (SMEs). It covers: developing an e-commerce strategy; conducting online market research; marketing techniques; legal and financial issues; characteristics of successful websites; technical, policy and country-specific issues; and online procurement.

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## 8d. Promotion

## PRINCIPLES OF MARKETING TUTORIALS

[www.knowthis.com/principles-of-marketing-tutorials](http://www.knowthis.com/principles-of-marketing-tutorials)

### **KnowThis LLC**

This site includes a wide range of marketing tutorials. Look under “Managing and Planning” for tutorials on marketing planning and strategy, and writing a marketing plan.

## THE CANADA BRAND

[www.brandcanada.agr.gc.ca](http://www.brandcanada.agr.gc.ca)

### **Agriculture and Agri-Food Canada**

The Canada Brand is a strategy to gain recognition for Canadian food and agriculture products in key markets, helping to differentiate Canadian agriculture and food products from the competition. A suite of tools has been developed to help Canadian companies and associations: graphics, promotional material and templates, a photo library, and market research.

## INTELLECTUAL PROPERTY FOR EXPORTING BUSINESSES

[www.cipo.ic.gc.ca/eic/site/cipointernet-internetopic.nsf/eng/wr03073.html](http://www.cipo.ic.gc.ca/eic/site/cipointernet-internetopic.nsf/eng/wr03073.html)

### **Canadian Intellectual Property Office (CIPO)**

A guide to protecting your intellectual property, including trademarks.

## MONDO TIMES

[www.mondotimes.com](http://www.mondotimes.com)

### **Mondo Code LLC**

Database of 33,000 media outlets in over 200 countries. Search for newspapers, magazines/trade journals, and radio and TV stations by country; most results also broken down by city.

## ABYZ NEWS LINKS

[www.abyznewslinks.com](http://www.abyznewslinks.com)

### **ABYZ Web Links Inc.**

This site mostly lists newspapers, but it also covers broadcast, Internet, magazines and press agencies (BU indicates business focus). Search by country for links to locally-published national and regional sources.

## MEDIA JUMPSTATION – U.S.

[www.directcontactpr.com/jumpstation/index.src](http://www.directcontactpr.com/jumpstation/index.src)

### **Direct Contact PR**

Links to U.S. magazines by subject or industry sector. Also links to U.S. newspapers, by state, and to U.S. radio and TV stations.

## LATINDEX – MEDIOS

[latindex.com/medios](http://latindex.com/medios)

### **Color Vivo Internet**

Database of newspapers, magazines, radio and television stations in Central and South America. Search by media type, or browse by country. (Search in English, descriptions in Spanish.)

## MARKETING AND SALES SERVICES

[www.globaltrade.net/global/Marketing-and-Communications/expert-service-provider.html](http://www.globaltrade.net/global/Marketing-and-Communications/expert-service-provider.html)

### **GlobalTrade.net**

International directory includes 14,000 marketing and sales services. Filter by service: advertising, B2B marketing, business development, business intelligence, direct marketing, directories and marketplaces, event/trade show services, government/NGO procurement services, international trade consulting, market entry, market research, marketing consulting, media/graphic design, packaging and labelling, public relations, trade data and web marketing services.

# 9. Government Export Resources



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# Canada-Ontario Export Forum (COEF)

COEF is a partnership of federal, provincial and non-profit organizations, established in 1996 to provide a coordinated approach to the seamless delivery of export programs and services to the Ontario business community. COEF currently has 24 partner organizations across Ontario, each of which offers programs and services oriented to international trade development.

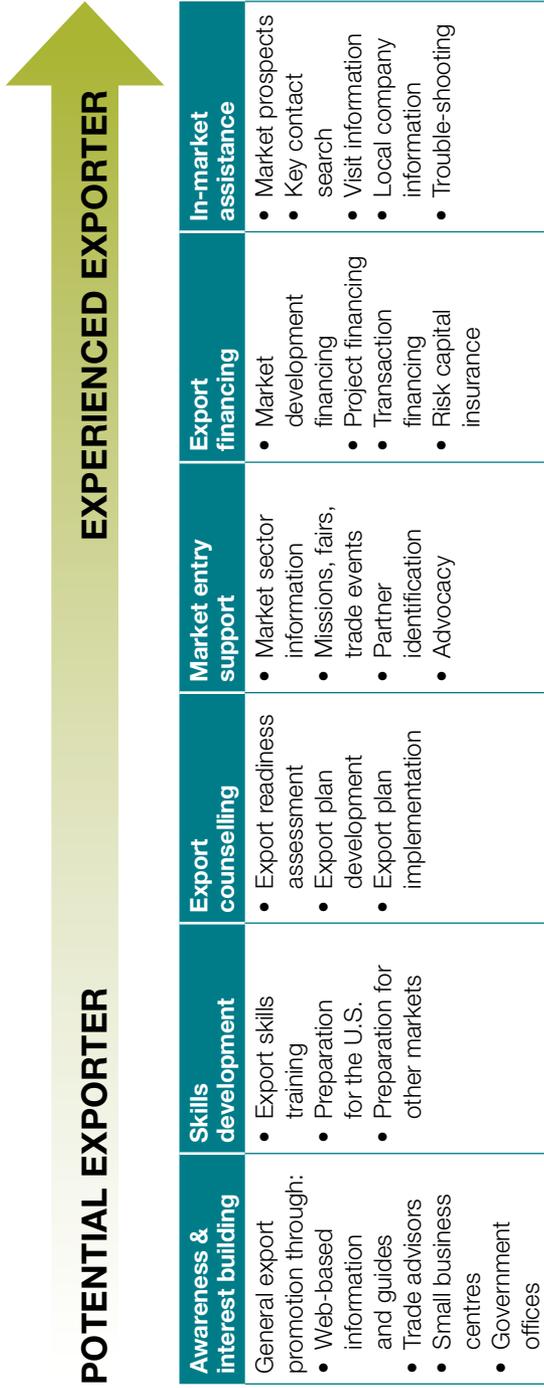
COEF Objectives:

- › Organize and maintain the network of affiliated partners;
- › Increase the number and type of new exporters;
- › Assist experienced exporters to maintain and expand their export sales; and
- › Provide a coordinated and collaborative approach to the seamless delivery of export programs and services across the Exporter Continuum.

To contact COEF: [COEF@ontario.ca](mailto:COEF@ontario.ca)

## The Exporter Continuum

The Exporter Continuum is a framework for identifying support services for businesses at varying stages of export readiness.



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# Canada-Ontario Export Forum Partners

AGRICULTURE AND AGRI-FOOD CANADA

[www.agr.gc.ca](http://www.agr.gc.ca)

BUSINESS DEVELOPMENT BANK OF CANADA

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ECONOMIC DEVELOPERS COUNCIL OF ONTARIO

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FORUM FOR INTERNATIONAL TRADE TRAINING

[fittfortrade.com](http://fittfortrade.com)

GLOBAL AFFAIRS CANADA

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ONTARIO CHAMBER OF COMMERCE

[www.occ.ca](http://www.occ.ca)

ONTARIO MINISTRY OF AGRICULTURE, FOOD  
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ONTARIO MINISTRY OF CITIZENSHIP,  
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**International Trade Branch**

[ontario.ca/export](http://ontario.ca/export)

ONTARIO MINISTRY OF ECONOMIC  
DEVELOPMENT, EMPLOYMENT AND  
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**Business Advisory Services**

[ontario.ca/SmallBusinessGuide](http://ontario.ca/SmallBusinessGuide)

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[ontario.ca/page/wood-exports](http://ontario.ca/page/wood-exports)

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