

HOW TO ENHANCE YOUR EXPORT SUCCESS

5 EXPORT TIPS

1) Get EDC EXPORT PROTECT!

Protect your order and secure payment! Insure single Export transactions via secure fast Internet access. The cost is around 1,5% - It is less than you would pay if you were taking money with a Visa card!

- Coverage for up to 90% of losses if your foreign buyer doesn't pay after having accepted the goods
- Maximum transaction amount: up to USD250,000.00

Where to learn more: www.edc.ca

2) PROTECT your company against CURRENCY FLUCTUATION!

If you are exporting and being paid in foreign currency, you are exposed to significant risks - look at the Can-US exchange over the last two years.

- Talk to your bank about 'buying forwards' - committing to buy foreign currency today in anticipation of receiving your payable in the future
- Consider a clause in your export contracts that allow for pricing re-negotiating based upon currency fluctuation of more than a certain percentage

Where to learn more: Canadian Banks, BDC, EDC

3) Apply for Export Mentoring!

Add expertise and Mentoring to your export plans!

- Contact your local ACOA representative and ask for Mentoring programs!
- Learning by doing – You will receive expert advice on how to build your export planning, International Marketing Plan, E-Commerce and/or Aftercare and Follow up!

Where to learn more: www.acoa.ca

4) Register with THE VIRTUAL TRADE COMMISSIONER!

Get free personalized access 24 hours a day to Canadian Trade commissioner's online, sign up for free market reports and research data specific to your sector and markets.

- Access to over 800 Trade Commissioners and Partners
- Primary research already done, up-to-date content

Where to learn more: www.infoexport.gc.ca

5) Obtain an EXPORT LICENCE for your laptop!

If you are traveling and are bringing a laptop with all your vital information on it, some less developed countries can seize your laptop if you do not have an export licence for it.

- Check with your Customs Broker and the country of entry
- Ensure that the vital data is backed up on CD/DVD/Tape in case of loss

Where to learn more: www.voyage.gc.ca/dest/ctry/
