

HOW TO ENHANCE YOUR EXPORT SUCCESS

5 EXPORT TIPS – MARCH 2008

1) Have you researched your potential export country and found any specific barriers to entry?

- **Did you know that 4 is an unlucky number in China?**

Doing prior research on barriers to entry is very important before exporting. To research the cultural, political and regulatory environment of a country you may want to visit one of the following websites.

Where to learn more: www.countryrisk.com/guide
www.fita.org/
www.transparency.org/

2) Do you need to find out Import/Export regulations and restrictions?

- **Did you know that you are not allowed to export GMOs to Europe?**

Before exporting internationally, it is important to learn the regulations and restrictions of the country that you plan to export to. You can access the Fedex website to review clearance processes, import/export regulations, and other valuable information required prior to doing exporting business around the world.

Where to learn more: www.fedex.com/us/international/irc/profiles/

3) How do you plan to transport your product once it enters the export market?

- **Did you know “haul-back” is a term used that may give you cheaper trucking rates?**

It is important to do geographical research on your importing country of choice and learn about their logistical transportation systems. Knowing about the different modes of transportation in a country (rail systems, waterways, road conditions and airports) is an important to consider, prior to doing business internationally.

Where to learn more: www.cia.gov/library/publications/the-world-factbook/index.html

4) Do you know how to create an accurate export plan?

- **Did you know that you can get feedback on an export plan/strategy, free and online ?**

It is crucial to know how to create an export plan before doing business internationally. The following website provides a systematic outline on how to create an export plan as well as the sub categories that need to be addressed.

Where to learn more: www.exportsource.ca/gol/exportsource/site.nsf/en/es01875.html

5) Do you know your potential trade partner?

- **Did you know that you can actually check the credit history of potential partners/clients/customers before you seal the deal?**

Check the credentials and verify the contact information of a potential partner. It is always advisable to contact the potential partner by telephone prior to any exchange of goods, services or payment. Background checks can be done by independent third parties such as trade institutes, local or online credit agencies or online service providers such as EDC, Dunn & Bradstreet (D&B), MANA Online, Thomasnet or MacRAE's Blue Book.

Where to learn more: www.edc.ca
www.manaonline.org/
<http://www.thomasnet.com/>

www.dnb.ca
www.macraesbluebook.com