

HOW TO ENHANCE YOUR EXPORT SUCCESS

4 EXPORT TIPS – NOVEMBER 2007

1) Do you know about Incoterms 2000?

Become familiar with Incoterms 2000 as they are the internationally accepted commercial terms which defines the respective roles of the buyer and seller in the arrangement of transportation, responsibilities and shift of ownership. An exporter can greatly benefit from such knowledge and strengthen their development strategies for market entry and distribution.

Where to learn more: www.incoterms.org

2) Is your intellectual property (IP) protected?

Whether you have a patent, trade-mark, copyright, industrial design, integrated circuit topographies or plant breeder's rights you need to know what is protected, where it is protected and for how long. In Canada most of the IP are only protected nationally and the term can span from 10 to 20 years. It would be wise to contact the Intellectual Property Office for each country you plan to export to and begin the process of protecting your IP prior to entry.

Where to learn more: www.cipo.gc.ca or call (819) 997-1936.

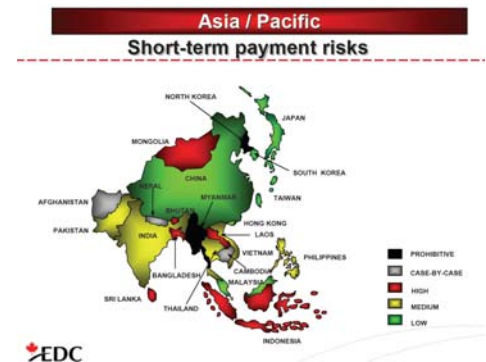
3) Having trouble accepting payments?

Depending on your business PayPal's Website Payment Pro may be a cost effective payment option to consider. It can be difficult for many businesses to provide their customers with every payment option due to the cost and fees associated with each, especially internationally. However, Paypal can process payments by a debit card, Master Card, Visa, American Express, Discover, e-checks and bank transfers for a monthly fee of \$30 USD plus a transaction fee of 2.2% to 2.9% + .30 USD. With over 100 million accounts in 103 countries 16 currencies can be accepted.

Where to learn more: www.paypal.com or call 1-866-445-3168.

4) Do you know the payment risk in the market you plan to export to?

Payment risk should always be a concern when exporting to new markets. If you would like to gain general country information as well as information about payments risk the EDC publishes an excellent report titled "Global Export Forecast". At the end of the report the world is broken into regions and ranked



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by short, medium, and long term payment risk. An example can be seen to the right.

Where to view the report: <http://www.edc.ca>.