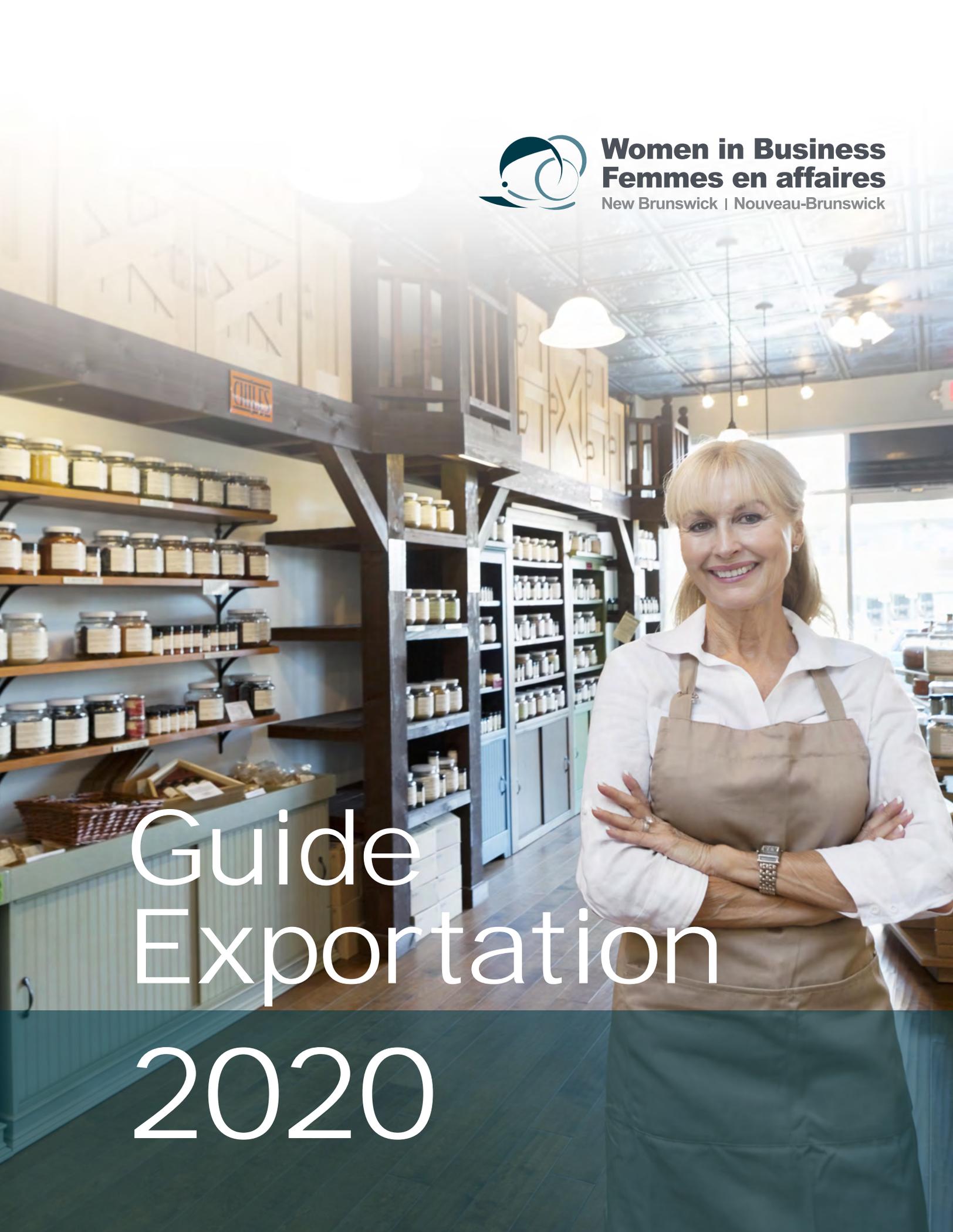




**Women in Business
Femmes en affaires**

New Brunswick | Nouveau-Brunswick



Guide Exportation 2020

Why Export? Am I ready?



Thanks to exporting, the possibilities of growing your business are endless.

Export can help your business:

- Increase its size and scale;
- Boost sales and revenues;
- Limit the risk of being dependant only on the domestic market.

Export requires preparation and many factors must be considered before launching. The key is to analyze whether you are export-ready so you can address the many challenges in preparation for this expansion of your market.

ExportNB

Access your export readiness for [free online at the New Brunswick's hub for information](#) to help launch or expand your exports.

Getting Ready

Export Guide

Various guides are available online. They contain information regarding all steps of the export process.

The Canadian Trade Commissioner Service

This [Step-by-Step Guide to Exporting](#) will help you get your business export-ready and positioned for commercial success abroad.

Explore the following [tools and resources](#) to help you become export-ready.

Go Global for supporting export success. Here are some [helpful export tools](#) at your fingertips.

Business Development Bank of Canada (BDC)

Are you ready to [go global?](#) What challenges are you facing?

BDC Resource Link-Marketing, Sales & Export

Marketing is crucial to the success and growth of your business. [Learn about marketing](#) in today's world of business.

Getting Ready

Target Markets

Many sources of information on countries are available to help you with your market research. This will allow you to assess the potential of your product and/or service and target your priority markets.

Canada Business Network

The three basic steps of [international market research](#) are screening markets, accessing their potential and drawing conclusions.

Global Affairs Canada

Go beyond the do's and don'ts with Global Affairs Canada [Country Insights](#).

Export Development Canada (EDC)

Explore [EDC's market evaluation and country risk rating](#).

Free-Trade Agreements

Canada has signed a number of [free-trade agreements](#) with foreign countries. This trade network gives Canadian companies preferred access to markets all over the world.

Trade Tariffs

You will find [information by country](#) on the Global Affairs Canada website. To proceed, you must know the [customs code](#) for each of your products.

Local Competition

Market potential is influenced by local and international competitors. Perform a competitive assessment to understand the market, to prepare and then adapt. Identify direct and indirect competitors. Collect and analyze commercial data by visiting company websites.

SWOT analysis

An analysis of your company's Strengths and Weaknesses should be a key component of your strategic planning process. This [easy-to-use tool](#) also identifies your company's Opportunities and any Threats it faces (hence the term "SWOT").

International Events

International trade fairs are an excellent source of information on the local market, the competition and the expectations of targeted customers. It is also a great way to network and forge relationships.

Getting Ready

Adaptability

Market requirements, regulations and standards

Depending on the type of goods sold and the markets targeted, you may need to customize your product or service. You can get information about standards and regulations of the local regulatory agency of the targeted country (ex. The US Food and Drug Administration).

[Trade commissioners](#) in 160 cities around the world can also help you.

Export Requirements for Goods

For this, please refer to the [checklist](#) on the Canada Border Services Agency of Canada website.

Handy Guide

[This guide](#) provides an overview for businesses exporting commercial goods from Canada.

Communication Style

Often, it is necessary to adapt your website, social networks and communication media to meet the needs of export markets. Some regional organizations offer funds to support you in this process; for instance, [LearnSphere's E-tools for Exporting \(E for E\)](#) provides financial assistance to develop and integrate electronic tools to get your products and services to international markets more efficiently.

Distribution

It's not always possible to reproduce your distribution method internationally. You may have to adapt your approach to each targeted area. Here are some helpful tips:

- Negotiate directly with each client: B2B (trade between professionals) or B2C (sale to the final consumer). Direct trading is limited to markets and cultures similar to Canada. If the market is very different, assistance from an intermediary may be necessary.
- Recruit a local intermediary to benefit from their knowledge of the market, network and clientele.
- Partner with a subcontractor: partnership with a local company that manufactures and distributes your products.
- Acquire or create a structure abroad.

Getting Ready

Sales Terms | Calculating Price

Many factors must be considered when calculating price. It is key to remain consistent with the positioning you want to have in your target market and in relation to local and international competition.

Transport | Logistics

Here is a [dimensional weight calculator](#).

The choice of freight forwarder, customs broker and mode of transport (road, rail, air, sea, LCL or container) will affect your cost. The freight forwarder can usually offer a full service (transportation, customs clearance, transport insurance) and you benefit from negotiated rates.

Incoterms® 2020

Created in 1936 by the International Chamber of Commerce (ICC) to facilitate and regulate international trade, Incoterms® define the sharing of costs and responsibilities between the seller and the buyer. These rules are recognized and used throughout the world in contracts for the sale of goods.

International Chamber of Commerce (ICC)

ICC's Digital Library provides you with [Incoterms® guidelines](#) and information on commercial contracts.

The [Incoterms® rules](#) have become an essential part of the daily language of trade.

Canadian Chamber of Commerce

The Canadian Chamber of Commerce is the largest business association representing 200,000 businesses in all sizes and sectors. [Guide to Incoterms® 2020](#) is available for download.

Payment Conditions

In order to be competitive, you may need to grant payment terms. [Export Development Canada \(EDC\)](#) can help you secure your receivables, protect against payment default and provide you with a bank guarantee to increase your lines of credit.

Currency Hedging

If the sales contract is drawn up in the buyer's currency, your financial institution can offer you guarantees against the [fluctuation of the exchange rate](#) in order to secure your profit margin: Forward foreign exchange transaction, change (collar) or currency option.



Writing an Export plan

Even if you have already started selling abroad, an export plan will help you better identify your target markets, objectives, resources needed and your expected results. Your plan is always evolving and will have to be updated on a regular basis. It is similar to your business plan and highlights the following themes.

Market Study

From the information gathered at the prospecting stage, describing the regulatory framework in your target market and the characteristics of your customers and competitors will influence your strategic decisions.

Growth Objectives

How do you see the results of your project in the short and medium term? Write down your goals for the next few years in terms of revenue and market share.

The Market Penetration Strategy

How will your products be marketed, transported and distributed? Will you need to travel abroad, participate in events, open a new facility, and use experts?

The Implementation Plan

Most of your company's management functions will be affected by your export project, such as: finance, legal affairs, production, supply, human resources, marketing. Develop a tactic for each of these areas along with a timeline for implementation and budget.

BDC

Going international is a powerful way to grow your business. But what works for your company here in Canada may not work in another market. **An export plan** details how to expand in a new market:

Export Development Canada (EDC)

Provides **helpful information** on your export journey.

Financing your export strategy

A number of federal and provincial organizations offer funds, initiatives and programs to support your export strategy.

Learnsphere

Learning and development solutions to help businesses and organizations prosper.

Export Access Market Program (EMAP)

If you are looking to sell your exports outside of Canada, you may be eligible for financial assistance through EMAP to help hire a consultant, mentor or agency for export-related activities.

E Tools for Exporting (E for E)

Financial assistance for marketing or business strategy to improve export potential outside of Canada.

Trade Commissioner Service: CanExport

CanExport provides direct financial assistance to small and medium-sized businesses (SMEs) registered in Canada to help them develop new export opportunities and markets, especially high-growth emerging markets.

Agriculture and Agri-Food Canada

Provides services to agri-food exporters. Agriculture and Agri-Food Canada also offers a wide range of programs including:

AgriAssurance (Small to medium-sized business component) aims to support for-profit SMEs to help implement assurance projects that address market and regulatory requirements.

The program will favour projects that:

- Develop new markets and expand markets internationally;
- Resolve market access issues;

The Department is working with businesses and organizations across the province to increase market awareness of New Brunswick's seafood and agri-food industries.

Contact [Agriculture, Aquaculture and Fisheries New-Brunswick](#).

Financing your export strategy

Canadian Heritage

Canadian Heritage plays a vital role in the cultural, civic and economic life of Canadians. Represents \$53.8 billion in Canadian economy and there are more than 650,000 jobs in the industry.

Creative Export Canada

Creative Export Canada offers annual funding for projects that help our creative industries reach more people around the world.

Creative industries include audiovisual, design (limited to exhibit design, fashion design, product design, public art design, urban design), interactive digital media, music, performing arts, publishing and visual art.

Craft Alliance

Craft Alliance-Alliance Métiers d'art is a Pan-Atlantic Trade Association representing the craft sector in Atlantic Canada. The Alliance provides advice on product marketing, training and support for participation in national and international trade fairs.

Opportunities New Brunswick (ONB)

ONB helps New Brunswick businesses to diversify and grow by finding new export markets within Canada and internationally. Expert-guide services helps to determine your export potential and establish new domestic and international markets.

Atlantic Canada Opportunities Agency (ACOA)

ACOA creates economic growth opportunities in Atlantic Canada and provides programs and initiatives to support entrepreneurs' innovation, development and internationalization.

Community Business Development Corporations (CBDC)

CBDCs are not-for-profit organizations dedicated to helping Atlantic Canadian business owners succeed. Programs and services offered by CBDCs may vary by region. CBDCs offer a variety of entrepreneur loans as well as training funds and consulting funds.

Business Development Bank of Canada (BDC)

BDC offers many tips and guides, expert consulting services, and financing to support you in your projects. Space, resources and events dedicated to women entrepreneurs.

Protecting Your Intellectual Property

The integration of intellectual protection must be considered in any marketing approach.

The Canadian Intellectual Property Office (CIPO) is a part of Innovation, Science and Economic Development Canada. CIPO is a Special Operating Agency (SOA) and is responsible for the administration and processing of the greater part of intellectual property (IP) in Canada. CIPO's areas of activity include trademarks, patents, industrial designs and copyright. CIPO's mandate is to deliver high quality and timely IP services to customers, and to increase awareness, knowledge and effective use of IP by Canadians.

Getting Started

Ignite/Planet Hatch

Export Igniter is an “accelerator” program that helps growth-stage companies navigate the complexities of international businesses and break into new markets. Over a 12-week period, participants will receive a comprehensive program of training, mentoring and resources. The new graduates will be ready to implement their export strategy.

FITT

FITT is dedicated to training, resources and professional certification in international business for individuals and businesses. FITT is the world leader in training and certification in import-export. The FITT Certified International Trade Professional (CITP® | FIBP®) designation is the world's largest professional designation for international business professionals.

Exploring Markets: Prospecting Missions, International Trade Fairs

Business Women in International Trade (BWIT) - Trade Commissioner Service (TCS)
The **Business Women in International Trade (BWIT)** program of the Trade Commissioner Service (TCS) helps open doors and opportunities for Canadian women-owned businesses to successfully expand into global markets.

BWIT organizes women-focussed trade missions, funding and financing, exporting advice and support and international contacts and opportunities. BWIT works with Canadian businesses that are at least 51% owned, as well as managed and controlled by one or more women.

Opportunities New Brunswick (ONB)

ONB organizes many **events on export-related topics** as well as trade missions.



Creating Business Opportunities: The Supplier Diversity Program

50% of Canadian businesses are owned by women, yet only 5% of business-to-government contracts are awarded to women-owned businesses. The Supplier Diversity Program is a strategic business process which aims to provide women-owned businesses, Aboriginal peoples and minorities with an equal opportunity to become suppliers to large corporations in Canada and the United States.

Several organizations offer this certification:

Women Business Enterprises Canada Council (WBE Canada)

WBE Canada is a not-for-profit organization, led by corporate members that build connections between Canadian women-owned businesses and corporate/government buyers across North America.

Canadian Aboriginal and Minority Supplier Council (CAMSC)

CAMSC champions business relationships and economic growth of the Canadian supply chain through the inclusion of Aboriginals and Minority suppliers.

WEConnect International

WEConnect International has been active in Canada since the beginning of 2008, working with strategic partners, government agencies, corporate members and outstanding women business owners across the country.

WEConnect International is the exclusive global partner of the Women's Business Enterprise National Council (WBENC) in the US. WEConnect International provides opportunities within all target countries, including Canada. Together, WEConnect International and WBENC ensure that women's business enterprise certification standards and processes are maintained by respective affiliates and local partner organizations.

Resources

Trade Commissioner Service (TCS)

For more than 120 years, the [Trade Commissioner Service \(TCS\)](#) has been helping companies navigate international markets. Canadian trade commissioners are located in more than 160 cities worldwide, and can provide you with key business insights and access to an unbeatable network of international contacts.

Women's Enterprise Organizations of Canada (WEOC)

[Women's Enterprise Organizations of Canada \(WEOC\)](#) is the national association of professional business support organizations dedicated to the success of women entrepreneurs and authoritative women's entrepreneurship in Canada.

Canadian Women's Chamber of Commerce (CanWCC)

[CanWCC](#) is a national not-for-profit organization that advocates for the economic priorities of women-owned businesses. CanWCC provides support to its members through skills development, resources and community in order to strengthen the role of women in Canada's business ecosystem.

Canada Business Network

The [three steps of international market research](#) are screening markets, accessing their potential and drawing conclusions.

Global Affairs Canada

Enhance your cultural knowledge and [find answers to your intercultural questions](#) from a Canadian and a local point of view.

Export Development Canada

[Search by country](#) to get a better understanding of market activity, relationships and support to grow your business.

Canada Border Services Agency (CBSA)

[Checklist for exporting commercial goods](#) from Canada.

Opportunities New Brunswick (ONB)

ONB helps New Brunswick businesses to diversify and grow by finding [new export markets](#) within Canada and internationally.

Atlantic Canada Opportunities Agency (ACOA)

ACOA works to create opportunities for economic growth in Atlantic Canada by helping businesses become more innovative, competitive and productive.

Community Business Development Corporations (CBDC)

CBDCs provide small to medium-sized businesses access to flexible financing, training and support services.

Business Development Bank of Canada (BDC)

BDC provides women entrepreneurs with access to financing, information and partners to provide the right support for your business at the right time. They have a slew of initiatives to support your ambition.

Canadian Intellectual Property Office (CIPO)

CIPO's mandate is to deliver high quality and timely intellectual property (IP) services to customers and to increase awareness, knowledge and effective use of IP by Canadians.

Learnsphere

Learnsphere offers financial assistance for marketing and online tools, customized export-focussed learning and vital information to launch or expand your exports.

How Women in Business NB Can Help You?

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