



# Pacific Exporter

2000 – 300 W. Georgia St., Vancouver, BC

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## Exporting to the USA Simple Steps to Get You There

### SO YOU WANT TO BEGIN EXPORTING?

Trade Commissioners at the Vancouver Regional Office of Foreign Affairs and International Trade Canada are continually assisting companies with their export concerns. Typical client questions include: am I ready to export; where can I obtain market information; how can I get started; how can I register my company with the Virtual Trade Commissioner; to how can I connect with a Trade Commissioner at a foreign post; etc. The following Step-by-Step Guide to Exporting offers additional tips on: the benefits of exporting, identifying your target market, the legal side of international trade, tips for export success, etc.

<http://exportsource.ca/gol/exportsource/site.nsf/en/es01868.html>

### MOST START WITH THE U.S.A. ...

but since 9/11, border security now trumps trade as the number 1 U.S. priority. It should be remembered that international travel is a privilege – not a right – as all countries have the option to refuse entry. Hundreds of thousands of Canadians travel to the USA on business each year. 99% of Canadian business visitors do not need to formally apply for a visa. Always be honest about the purposes for coming to the USA. If you are coming for business, do not say you are going shopping or coming for pleasure. Material misrepresentation about the purpose of your trip, or falsely claiming to be a U.S. citizen or permanent resident, can lead to a permanent bar from the U.S., unless the person obtains a waiver of inadmissibility.

Business visitors, who enter the U.S. to conduct business on behalf of a foreign (including Canada) employer, organization, or business entity are in the B-1 visa category – this is done almost automatically at the port of entry. Business visitors entering the USA under the B-1 visa category can undertake the following business activities: attending a trade show, convention, or board meeting, negotiating contracts or taking orders from established customers, completing after sales service – if this is included in the sales contract, undertaking independent research, litigation, supervising installers, and consultation with business associates. It is recommended that Canadian business visitors to the U.S. travel with a letter of introduction from their employer (or a letter of invitation from their US client) stating the purpose of the visit.

**Disponible aussi en français**

**NEXUS** – this program facilitates the movement of people across the border:

Frequent travellers to the USA should apply for a NEXUS card to allow you to use NEXUS-dedicated lanes in Canada and the U.S. in order to cross the border without routine customs and immigration questioning. Information on NEXUS, including the application form, is available on the Canada Border Services Agency (BCSA) web site at:

<http://www.cbsa-asfc.gc.ca/menu-e.html>

**FAST** – this program facilitates the secure and efficient movement of goods across the borders.

The Free and Secure Trade Program (FAST) is an initiative that pre-approves carriers and registered drivers and the integrity of a company's supply chain. Shipments for approved companies, transported by approved carriers using registered drivers, will be cleared into the U.S. and Canada with greater speed and certainty, at reduced cost. FAST participants must meet the requirements of Canada's Partners in Protection (PIP) program or the United States' Customs Trade Partnership Against Terrorism (C-TPAT) program. For further information visit CBSA's web site at: <http://www.cbsa-asfc.gc.ca/import/fast/menu-e.html> and Export Development Canada's site at: <http://www.edc.ca/>

Of the 45,000 Canadian companies registered as exporters to the USA only 2% have C-TPAT approval. Border security is here to stay. US buyers are increasingly expected to request that Canadian exporters have C-TPAT approval.

The Step-by-Step Guide to Exporting, a Team Canada Inc publication, offers export tips specifically for the U.S. market. This document has everything you need to know about exporting to the U.S., including immigration issues/business travel, U.S. border security, and dealing with U.S. Customs. <http://exportsource.ca/gol/exportsource/site.nsf/en/es02631.html>

## **NEED MORE INFORMATION?**

### **A TOOL FOR TRADERS:**

#### **THE VIRTUAL TRADE COMMISSIONER**

The **Virtual Trade Commissioner** is your personal gateway to the Canadian Trade Commissioner Service. Register at <http://www.infoexport.gc.ca> and receive:

- A Virtual Trade Commissioner – displays photos, contact information and biographies for the trade commissioner responsible for your selected markets and industry sectors.
- Market and sector information on your markets of interest – the current opportunities and sector information section delivers a listing of qualified business leads, upcoming missions and events, as well as news and market reports as they become available.
- Country information – find market facts and advice on doing business in your target market. You can also find listings of trade fairs and practical and relevant information to help you plan a visit to your target market.
- On-line-service delivery – order services, register for events.
- Make information about your company available to Trade Commissioners.

For additional information on the Trade Commissioner Service visit:  
<http://www.infoexport.gc.ca/ie-en/MarketReportsAndServices.jsp>

To reach Trade Commissioners in 22 offices in the U.S. visit:  
<http://www.dfait-maeci.gc.ca/can-am/main/offices/default-en.asp>

## **MARKET / TRADE INFORMATION SOURCES**

For information on Canada-U.S relations and major issues, visit Foreign Affairs and International Trade Canada:

<http://www.dfait-maeci.gc.ca/can-am/main/menu-en.asp>

For the Canadian Embassy in Washington:

<http://www.dfait-maeci.gc.ca/can-am/washington/menu-en.asp>

[http://www.dfait-maeci.gc.ca/can-am/washington/trade\\_and\\_investment/trade\\_partnership-en.asp](http://www.dfait-maeci.gc.ca/can-am/washington/trade_and_investment/trade_partnership-en.asp)

[http://www.dfait-maeci.gc.ca/can-am/washington/trade\\_and\\_investment/wltr-en.asp](http://www.dfait-maeci.gc.ca/can-am/washington/trade_and_investment/wltr-en.asp)

For information on trade between Canada and each U.S. state:

[http://www.dfait-maeci.gc.ca/can-am/washington/state\\_trade\\_2005/state\\_trade\\_2005-en.asp](http://www.dfait-maeci.gc.ca/can-am/washington/state_trade_2005/state_trade_2005-en.asp)

Trade Data on Line – for Canadian export and import statistics:

[http://strategis.ic.gc.ca/sc\\_mrkti/engdoc/homepage.html?categories=e\\_tra](http://strategis.ic.gc.ca/sc_mrkti/engdoc/homepage.html?categories=e_tra)

U.S. Country Information from the CIA:

<https://www.cia.gov/cia/publications/factbook/geos/us.html>

## **DOING BUSINESS IN THE USA**

To learn more about exporting to the U.S. and to register for the “Doing Business in the USA” seminars visit:

<http://www.ucantrade.com>

## **FOR TRADE EVENTS IN BC AND TO REACH TRADE TEAM BC MEMBERS, VISIT**

<http://www.bctradeevents.com>

## **USA MARKET / TRADE FACTS**

The USA has 300 million people with per capita GDP of over \$US42,000 making it the largest market in the world. They are right next door and they speak the same language - eh! As a result, the United States is by far Canada's and British Columbia's most import trading partner - 84% of Canada's exports and 64% of BC's exports are destined for the U.S. The Canada /U.S. trade relationship is the largest bilateral economic relationship in the world. Over \$1.9 billion in goods, 37,000 trucks, and 300,000 people cross the border every day.

In 2005, Canadian exports to the U.S. were \$366 billion:

- equivalent to 28% of Canada's GDP
- top Canadian exports to the USA include vehicles & parts, and oil & natural gas

In 2005, BC exports to the U.S. were \$23 billion:

- equivalent to 14% of B.C.'s GDP
- top BC exports to the USA include forest products – by far the most significant product commodity - - however, energy products such as oil & gas have become increasingly important in recent years

In 2005, imports from the U.S. were \$215 billion:

- representing 57% of Canada's total imports
- 39 states count Canada as their number one export market

Trends in Canada – U.S. Trade:

- since NAFTA (1994) trade has grown at 6% per year
- over 40% of U.S. trade with Canada is intra-firm
- 75% of U.S. Fortune 500 companies have operations in Canada
- Canada has the world’s second largest proven oil reserves and is the leading source of energy exports to the USA
- by 2025, exports to the U.S. are forecast to reach \$750 billion - 4% annual growth (by comparison, exports to China were \$7 billion in 2005 and are forecast to reach \$35 billion or only 5% of exports to the U.S. - by 2025)
- Canada has a whopping trade surplus with the U.S. (and a trade deficit with every other country in the world)

**NEED MORE ASSISTANCE RIGHT HERE AT HOME?**

**EXPORT ASSISTANCE FROM THE CANADIAN TRADE COMMISSIONER SERVICE**

Foreign Affairs and International Trade Canada has Trade Commissioners stationed in every province in Canada and in approximately 150 foreign trade offices around the world. The mandate of the Trade Commissioners is to assist Canadian companies with their export marketing initiatives. Clients have attributed an average \$7.6 million in incremental sales by using the Trade Commissioner Service resulting in an additional \$25 billion for the Canadian economy. Trade Commissioners in Canada offer four core services:

- one-on-one export counselling
- market and industry information
- advice on export financing
- information on trade shows, missions and trade events

**THE VANCOUVER TRADE COMMISSIONER SERVICE - CONTACT US:**



**Vancouver Regional Office**

Name	Responsibility
<p><b>Wayne Robson</b>                      Director and Senior Trade Commissioner                      Tel: (604) 666-8888  <a href="mailto:wayne.robson@international.gc.ca">mailto:wayne.robson@international.gc.ca</a></p>	<p>Operations                      Regional Trade Network                      Team Canada Inc</p>
<p><b>Gretchen Bozak</b>                      Deputy Director and Trade Commissioner                      Tel: (604) 666-5033  <a href="mailto:gretchen.bozak@international.gc.ca">mailto:gretchen.bozak@international.gc.ca</a></p>	<p><b>Geographic Region:</b> China   <b>Responsibility:</b> Investment</p>
<p><b>Stephen Nairne</b>                      Deputy Director and Trade Commissioner                      Tel: (604) 666-1424  <a href="mailto:stephen.nairne@international.gc.ca">mailto:stephen.nairne@international.gc.ca</a></p>	<p><b>Geographic Regions:</b> Latin America, Caribbean   <b>Responsibilities:</b> Environmental Technologies, Clean Energy</p>

<p><b>Kathryn Burkell</b> Trade Commissioner Tel: (604) 666-1440 <a href="mailto:kathryn.burkell@international.gc.ca">mailto:kathryn.burkell@international.gc.ca</a></p>	<p><b>Geographic Region:</b> Western Europe</p> <p><b>Responsibility:</b> Life Sciences</p>
<p><b>Neil Callow</b> Trade Commissioner Industry Canada Tel: (604) 666-4162 <a href="mailto:callow.neil@ic.gc.ca">mailto:callow.neil@ic.gc.ca</a></p>	<p><b>Responsibilities:</b> ICT - Telecommunications, Wireless, Computers, Electronics, Broadband</p>
<p><b>Yvonne deBoer</b> Trade Commissioner Tel: (604) 666-1406 <a href="mailto:yvonne.deboer@international.gc.ca">mailto:yvonne.deboer@international.gc.ca</a></p>	<p><b>Geographic Regions:</b> South Asia, Sub-Saharan Africa</p> <p><b>Responsibilities:</b> Ocean Technologies, Consulting Engineering, IFI Liaison</p>
<p><b>Patricia Elliott</b> Cultural Trade Commissioner* Canadian Heritage Tel: (604) 666-1838 <a href="mailto:patricia.elliott@international.gc.ca">mailto:patricia.elliott@international.gc.ca</a></p>	<p><b>Responsibilities:</b> New Media, Arts and Cultural Industries</p>
<p><b>Ron Farris</b> Trade Commissioner Tel: (604) 666-1409 <a href="mailto:ron.farris@international.gc.ca">mailto:ron.farris@international.gc.ca</a></p>	<p><b>Geographic Region:</b> USA</p> <p><b>Responsibilities:</b> Aerospace, Consumer Goods, Chemicals, Plastics, Advanced Materials</p>
<p><b>Sudha Kshatriya</b> Trade Commissioner Tel: (604) 666-1436 <a href="mailto:sudha.kshatriya@international.gc.ca">mailto:sudha.kshatriya@international.gc.ca</a></p>	<p><b>Geographic Regions:</b> Eastern / Central Europe, Russia, Eurasia</p> <p><b>Responsibilities:</b> Education &amp; Training, e-Learning, Science &amp; Technology, Transportation, Pacific Gateway</p>
<p><b>Ryan Kuffner</b> Trade Commissioner Tel: (604) 666-3947 <a href="mailto:ryan.kuffner@international.gc.ca">mailto:ryan.kuffner@international.gc.ca</a></p>	<p><b>Geographic Regions:</b> Korea, Middle East, North Africa</p> <p><b>Responsibilities:</b> Mining &amp; Mining Equipment , Oil &amp; Gas, Hydrogen &amp; Fuel Cells, Industrial Machinery</p>
<p><b>Harvey Rebalkin</b> Trade Commissioner Tel: (604) 666-1445 <a href="mailto:harvey.rebalkin@international.gc.ca">mailto:harvey.rebalkin@international.gc.ca</a></p>	<p><b>Geographic Regions:</b> Australia, New Zealand</p>

	<p><b>Responsibilities:</b> Building Products, Furniture Forestry &amp; Wood Processing Equipment</p>
<p><b>June Shinagawa</b> Trade Commissioner Tel: (604) 666-7633 <a href="mailto:june.shinagawa@@international.gc.ca">mailto:june.shinagawa@@international.gc.ca</a></p>	<p><b>Geographic Regions:</b> Japan, Hong Kong &amp; Taiwan</p> <p><b>Responsibilities:</b> Software, e-Business, Security Products / Services</p>
<p><b>Wendy Trusler</b> Trade Commissioner Tel: (604) 666-1443 <a href="mailto:wendy.trusler@international.gc.ca">mailto:wendy.trusler@international.gc.ca</a></p>	<p><b>Geographic Region:</b> Southeast Asia</p> <p><b>Responsibilities:</b> Architectural Services, Geomatics, Green Building Design &amp; Urban Planning, Community Investment Support Program (CISP), First Nations, Women</p>
<p><b>Wendy Lashkevich</b> Executive Assistant Tel: (604) 666-1446 <a href="mailto:wendy.lashkevish@international.gc.ca">mailto:wendy.lashkevish@international.gc.ca</a></p>	<p><b>Responsibility:</b> Office Manager</p>
<p><b>Carol Howell-Jones</b> Trade Commissioner Assistant Tel: (604) 666-0005 <a href="mailto:carol.howelljones@international.gc.ca">mailto:carol.howelljones@international.gc.ca</a></p>	<p><b>Responsibilities:</b> Export Program Assistance, VTC/TRIO, CISP</p>
<p><b>Rosina Neves</b> Administrative Assistant Tel: (604) 666-1444 <a href="mailto:rosina.neves@international.gc.ca">mailto:rosina.neves@international.gc.ca</a></p>	<p><b>Responsibilities:</b> Trade Enquiries Coordinator, Outreach Programs</p>

\* Also serves as an office for Canadian Heritage's (PCH) Cultural Trade Commissioner. These officers deliver Canadian Heritage programs and services to promote the export of Canadian arts and culture, with a focus on small and medium-sized enterprises (SMEs), including Aboriginal, women and young exporters.

Trade Commissioners in foreign locations including the U.S. offer six key services:

- market prospects
- key contacts search
- local company information
- visit information
- face-to-face meetings
- troubleshooting

To reach your Trade Commissioners next door in Seattle:



## The Consulate General of Canada, Seattle

**Street Address:**

1501 – 4<sup>th</sup> Ave. Suite 600  
Seattle, Washington, 98101-4328, USA

**Mailing Address:**

412 Plaza 600, Sixth and Stewart Streets  
Seattle, Washington, WA, 98101-1286, USA

**Tel:**

(206) 443-1777

**Fax:**

(206) 443-9735

**E-Mail:**

[seatl-td@international.gc.ca](mailto:seatl-td@international.gc.ca)

**Web Page Address (URL):**

<http://www.can-am.gc.ca/seattle>

**Territories/Responsibilities:**

Washington, Alaska, Idaho, Oregon

**Office Hours:**

Mon-Fri: 0800-1630

**Time Difference E.S.T.:**

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**Mr. Michael Virr**

Consul and Senior Trade Commissioner

**Responsibilities:** Electric Power Equipment and Services, Oil and Gas Equipment and Services

**Mr. John Pearce**

Consul and Trade Commissioner

**Responsibilities:** Investment Promotion / Strategic Alliances, Ocean Technologies

**Mr. Doug McCracken**

Trade Commissioner

**Responsibilities:** Agriculture, Food and Beverages, Consumer Products, Fish and Seafood Products

**Ms. Jane Shaw**

Trade Commissioner

Arts and Cultural Industries, Bio-Industries, Consumer Products, Environmental Industries,

**Responsibilities:** Health Industries, Science and Technology

**Mr. Jim Sheehan**

Trade Commissioner

**Responsibilities:** Advanced Materials, Aerospace and Defence, Building Products, Consumer Products, Forest Industries, Government Procurement, Space

**Mr. Brian Vescovi**

Trade Commissioner

**Responsibilities:** Advanced Manufacturing Technologies, Information and Communications Technologies, Rail and Urban Transit

**Mrs. Colette Quenzer**

Senior Trade Commissioner Assistant

**Ms. Treena Colby**

Trade Commissioner Assistant

## **BUSINESS ALERT - THERE ARE MANY FORMS OF "GROWTH" IN CHINA**

Business scams operating over the Internet have become a worldwide plague; it should come as no surprise therefore that this would also be the case in fast-growing and (increasingly) internationally-sophisticated China. It is also true that there has been a tremendous increase in the growth of credible private sector firms in China and some of these enquiries may be real.

The question of course is how to tell the difference.

Recently, a number of BC companies have contacted the Vancouver Regional Office seeking assistance about seemingly golden "supply" opportunities/enquiries from China. As well, reports both in the Chinese media about scams and frauds (<http://www.chinadaily.com.cn>), combined with warnings in China on several websites (see <http://www.austrade.gov.au> , <http://www.uk.cn/bj>, <http://www.biz.org.nz/public/content>, <http://www.cbbc.org/thereview>), prompt us to caution readers about a particular type of business scam currently emanating from China and targeting foreign companies.

These typically come in the form of an unsolicited email from a "representative" of a purported China-based state owned enterprise (SOE) or an "import/export" intermediary seeking to have the company here enter into a lucrative supply contract. Over the course of many follow-up emails, the recipient Canadian company is asked to quote on (often a fairly large) order, provide specifications, delivery times, banking information etc. Often a "draft" English-language contract is sent and negotiations begin in earnest. It all seems very real and a long-distance relationship is seemingly formed. Eventually, the Canadian company is "invited" to come to China to sign the purchasing agreement or contract.

In several instances this has resulted in the BC company travelling to China only to be asked to cover expenses for staff fees, commissions, gifts, hosting of "official banquets" or similar "closing" inducements. Many of these "deals" are not real and after the contract is signed, and substantial amounts of money are spent on the arrangements, no completion of the business or order follows.

As most businesses know, it is rare that an unsolicited, Internet-based "cold call" is worth the value of pursuing (compared to building on existing business and known networks). As the adage so aptly says, if it sounds too good to be true, it usually is. Companies should be particularly cautious about engaging in these long distance negotiations and should practice the highest level of due diligence.

By proceeding slowly and cautiously, by verifying the Chinese company's operations, financials, clients, references etc., by checking with known networks, by NOT advancing any funds or incurring any travel expenses, companies will be able to protect themselves. (Hint: English is an international language of business and most reputable and internationally-capable firms in China will have this capacity to communicate). Websites of Canadian embassies and consulates abroad list names of local "service providers" who may be engaged to check out companies on your behalf. Sales of product (orders or agreements) should be arranged through Export Development Canada or via letters of credit from financial institutions (both of whom check out firms via their Chinese banking channels). Finally, before any travel or outlay of resources, contact the Embassy or relevant consulate and let them know about your plans well enough in advance that they may "trouble shoot" on your behalf, if warranted, and provide you with more market information than you may already have.

Learn more about China markets, opportunities and practices by going to: <http://www.infoexport.gc.ca> joining the Virtual Trade Commissioner (VTC) listed there; pursuing guidance from embassy websites (e.g <http://www.beijing.gc.ca>); and, by contacting Foreign Affairs and International Trade Canada's Vancouver Regional Office staff listed in this newsletter.

If you have been directly approached in a manner such as that described above, we would also like to hear from you, in confidence, so that we may know to what extent the problem is occurring in B.C.

**Please contact:** Gretchen Bozak, Deputy Director and Trade, 604-666-5033  
[gretchen.bozak@international.gc.ca](mailto:gretchen.bozak@international.gc.ca)