

# Guide to Online Export Service Resources



[www.ontarioexports.com](http://www.ontarioexports.com)

## **Helping you to succeed in the global marketplace**

The opportunities for Ontario companies in the export market are immense. The dismantling of trade barriers means that small and large companies are better able to participate in the global marketplace. Ontario exporters are demonstrating that innovation, creativity and focused marketing are giving their products a competitive edge. It's no wonder Ontario accounts for more than half of Canada's exports.

Exporting requires detailed thinking, careful planning and getting the right information at the right time. Knowing where to look for information on the unique opportunities and challenges of foreign markets is the first step to export success. The Guide to Online Export Service Resources is designed to help you do just that, outlining sources of information on a wide variety of export-related topics.

The Export Development Branch of the Ministry of Economic Development and Trade is here to help you. We can assist you in analyzing some of the key issues you need to consider. We can offer practical advice whether your firm is new to exporting or experienced and wishing to expand your export programs.

We hope that you will find this guide helpful and relevant to your needs.

May, 2006



## **Disclaimer**

The sites listed in this directory may or may not be available in French. The listing of these sites does not imply on the part of the Government of Ontario or of the Ministry of Economic Development and Trade (MEDT) and MEDT's Export Development Branch any endorsement or guarantee whatsoever of any of the organizations or information found on their respective websites. You may wish to review the privacy notice on those sites as their information collection practices may differ widely.

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Please note that the information and the website addresses listed were current as of January 2006 and are subject to change without notice. While this guide is comprehensive it is not, nor is it intended to be, all-inclusive. Listed resources marked with a (\$) symbol are subject to subscription fees or other charges.

If you have any questions about specific information in this publication or to request extra copies call us at (416) 314-8200 or toll-free in Ontario at 1-(877) 46-TRADE (468-7233).

[www.ontarioexports.com](http://www.ontarioexports.com)

E-mail: [trade.officer@edt.gov.on.ca](mailto:trade.officer@edt.gov.on.ca)

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## **I. Introduction - About the Ministry of Economic Development and Trade's Export Development Branch**

Export success is a journey, not a destination and it takes more than luck to become globally successful. It requires commitment, hard work and patience. International trade decisions often depend on finding suppliers with the right combination of location and infrastructure support in an economic environment that enhances competitiveness. MEDT's Export Development Branch knows that Ontario companies have the skilled people, resources, products, technologies and business expertise necessary to develop and deliver exactly what organizations around the world need.

There are thousands of small and medium-sized enterprises (SMEs) across the province facing a number of challenges in exporting. We work with many of these new and expanding Ontario exporters to help increase their international market opportunities. We are here to help you. Before you start, there are a few questions that you need to consider in determining the level of support required. Are you ready to export, or do you need help getting ready? And which of our programs and services would most suit your needs?

We offer Ontario companies a continuum of services, from export education and counseling to market information, product promotion, market contacts, and assistance in celebrating export success at the community level. Complementing these programs and services is the strong marketing expertise of our experienced staff, gained over many years of international export consulting.

### **One-on-One Export Consultation and Guidance**

Assisting small and medium sized suppliers evaluate their readiness and capability to export by reviewing fundamental principles such as: management commitment, communication capabilities, domestic market strength, production capacity, financial stability, potential product modifications, and a sound export business plan.

## **New Exporters to Border States**

New Exporters to Border States (NEBS), delivered in partnership with the International Trade Canada (ITCan), is a two-day practical program offered on site at a U.S. border point to introduce companies to the fundamentals of exporting. Participants learn about export pricing, customs procedures, selecting agents and distributors, warehousing and distribution, banking and legal issues, export financing and insurance, immigration issues and identifying new market opportunities.

## **Seminars and Workshops**

Export specific programs and seminars that focus on key topics of interest to exporters, and small and medium sized enterprises seeking to expand and diversify their export base. The program incorporates local topics of interest and local partners, and provides an opportunity to build a global mind set among the export community throughout Ontario.

## **Market Information**

Providing information on foreign markets and assisting Ontario suppliers of goods and services in developing their marketing strategies. Market penetration assistance or information on product or service entry strategies can include import/export statistics, market demographics, advice on doing business in that market, major tariff and non-tariff barriers, import regulations, distribution channels, payment mechanisms, national holidays and travel suggestions.

## **In-Market Support**

In certain countries, we have access to in-market International Trade Development Consultants that supply/generate business leads, make sales calls in and provide market information. They do this by making corporate calls on key decision-makers at targeted companies in specific industrial sectors, attract new sales, promote exports and encourage trade with small and medium-sized enterprises in Ontario.

## **Product Promotion and Market Contacts**

Introducing Ontario companies to key international contacts and buyers by facilitating their participation in major trade shows and missions. Key contacts may include potential buyers and partners, agents and distributors, government officials, association leaders and chambers of commerce. Outgoing missions may be lead by the Premier, Cabinet Ministers, and/or senior government officials. Incoming buyer missions give Ontario companies the opportunity to showcase their products and services, and meet buyers and senior foreign delegates.

## **Virtual Trade Missions**

Virtual Trade Missions (VTM) give Ontario companies the ability to assess their potential to do business in new export markets by helping prepare for in-market activities such as upcoming trade shows and market development trips. VTMs use videoconferencing and Internet technology to connect small and medium-sized enterprises from Ontario with potential business partners, market experts and key government representatives worldwide. VTMs also complement other trade initiatives such as trade missions, trade shows and face-to-face international meetings.

## **Capital Projects**

Export consultants can assist suppliers of capital goods and services to secure international capital project opportunities, facilitating the development of consortia, providing key contacts with financial institutions and providing commercial advocacy where government contacts are important.

## **Celebrating Export Excellence - Ontario Global Traders Awards**

The Ontario Global Traders Awards celebrate outstanding exporting achievement by small and medium-sized enterprises. This annual award was created by the Government of Ontario and its partners in trade in recognition of the important contribution exporters make to Ontario's economy. Six awards are presented in each of the four regions across Ontario. The award categories are Leadership, Innovation, Student Achievement, Partnership, and Market Expansion (two awards - product and service). Regional award winners are eligible for one of six provincial awards presented at a provincial ceremony.

**Export-related FAQs.** Companies often have export-related questions. Some of those more frequently asked include:

- What needs to be considered when making the decision to begin exporting?
- How does a company determine if it is “export-ready”?
- What type of market research for a specific country, product or service is available and where should a company go to get it?
- What information is available on foreign regulations, standards or certification requirements?
- What types of programs or services are available to assist exporters?
- What steps should be taken when identifying potential distributors in export markets?

### **Community Export Development**

The Community Export Development program can assist economic development organizations across the province in their efforts to help local businesses compete in global markets.

We can help you to answer these and other export-related questions. For more information on our programs and services, or to speak directly with an international marketing specialist, please call (416) 314-8200 or toll free in Ontario 1-(877) 46-TRADE (468-7233). You can also visit our website at <http://www.ontarioexports.com> (under “Export Extras”, select Export FAQ).



# Skills Development

This section provides links to the web resources and training programs that help new-to-exporting businesses understand the export process. While all the material described is at the introductory level, the “Advanced” guides include commercial resources for which there is a charge, or in-depth resources demanding more background knowledge.

## **2. Skills Development**

### **2a. In-person learning**

#### **Business Advisory Services**

[http://www.ontario-canada.com/ontcan/en/expanding/ex\\_ba-bus-adv-svcs.jsp](http://www.ontario-canada.com/ontcan/en/expanding/ex_ba-bus-adv-svcs.jsp)  
(click left column menu for office locations)

#### **Ministry of Economic Development & Trade**

The Ministry maintains eleven business advisory services offices across the province to assist Ontario businesses. By assessing your firm's current situation and providing options for achieving future growth, Ministry staff can connect you to people, information and business resources to make the difference to your company's competitiveness and profitability.

#### **Export Seminars**

<http://www.ontarioexports.com>

#### **Export Development Branch, Ministry of Economic Development and Trade**

The Export Development Branch holds a series of half-day seminars, workshops, and roundtable discussions across the province and throughout the year to provide export education, market information and networking opportunities. The seminars focus on topics of interest to SMEs seeking to expand and diversify their export base. Export seminars are generally customized to suit local needs and are organized in partnership with field offices of the Ministry of Economic Development & Trade, as well as local industry associations, municipalities, businesses and non-profit organizations.

## **Learn How to Export to the United States**

*<http://www.ontarioexports.com>*

(under Preparing to Export, click on New Exporters to Border States)

### **Export Development Branch, Ministry of Economic Development and Trade**

This link provides information on the New Exporters to Border States (NEBS) program, a two-day hands-on workshop that introduces new exporters to the fundamentals of exporting to the United States. The program covers information including export pricing, customs procedures, selecting agents, distributors and warehousing, banking and legal issues, export financing and insurance, and immigration issues, which helps to identify new market opportunities.

## **Export USA Calendar**

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

### **Department of International Trade**

A calendar of all government-organized seminars and trade missions focused on exporting to the United States. For seminars, search by industry sector, province, date or keyword. For trade missions (NEBS or EXTUS), search by industry sector, region of the U.S., date or keyword.

## **Global Entrepreneurship**

*<http://www.fitt.ca/>*

### **Forum for International Trade Training**

An introductory training course for entrepreneurs who are new to exporting. (\$)

## **Livingston International Seminars**

<http://www.livingstonintl.com/seminars.cfm>

### **Livingston International**

This customs broker and logistics company offers training in person and online, on export documentation such as Free and Secure Trade (FAST) between the U.S. and Canada. (\$)

## **2b. Guides – Basic**

### **The Business of Exporting**

<http://www.ontarioexports.com>

(under Preparing to Export, click on Trade Tools)

#### **Export Development Branch, Ministry of Economic Development and Trade**

A brief overview of the key regulations affecting exporting, including: importer/exporter account numbers, reporting exports, controlled goods and export permits.

### **Getting Ready To Export Guide**

<http://www.ontarioexports.com>

(under Preparing to Export, click on Getting Ready to Export)

#### **Export Development Branch, Ministry of Economic Development and Trade**

Exporting requires detailed thinking about the unique opportunities and challenges of foreign markets. This guide will help SMEs to analyze some of the key issues that need to be considered. The guide is divided into two main parts: Part One focuses on “how to” and some of the fundamental components of successful marketing; Part Two lists a range of resources and organizations available to assist exporters. The appendix includes sample forms required to export: NAFTA Certificate of Origin, packing list, bill of lading, weight certificate, export documentary credit, export declaration (Canada Customs & Revenue Agency) and commercial invoice.

## **Export FAQs (Frequently Asked Questions)**

*<http://www.ontarioexports.com>*

(under Export Extras, click on Export Frequently Asked Questions)

### **Export Development Branch, Ministry of Economic Development and Trade**

Provides brief answers to the following frequently asked export questions:

- What should I consider when making the decision to begin exporting?
- How do I determine if my company is “export-ready”?
- How do I obtain market research for a specific country and/or product/service?
- How can I receive information on foreign regulations, standards or certification requirements for my product?
- How do I identify potential distributors in export markets?
- How do I find Ontario suppliers?
- Does the Ontario government have any programs or services to assist exporters?
- Can you help me find international procurement opportunities?
- Are there other Canadian government export programs or services to assist exporters?

## **ExportSource**

*<http://exportsource.ca>*

### **Team Canada Inc.**

This federal portal provides useful information for Canadian SMEs wanting to export their goods and services. Topics covered include: Getting started; Developing your export plan; Identifying your target market; Entering your market; Planning your export financing; E-business for exporters; Industry sector resources; Exporting your services. Specific resources within ExportSource are noted separately below.

## **Step-by-Step Guide to Exporting**

*<http://exportsource.ca/stepbystep>*

(or from the home page, click on Getting Started, then on Step-by-Step Guide to Exporting)

**Team Canada Inc.**

A step-by-step guide on issues such as getting started, developing your export plan, identifying your target market, developing your export marketing strategy, entering your target market, identifying shippers and shipping, planning your export financing, understanding the legal side of international trade, and e-business for exporters.

## **Roadmap to Exporting**

*<http://exportsource.ca/roadmap>*

**Team Canada Inc.**

A guide to the web-based and other resources available from government agencies. (PDF and print formats)

## **Export Diagnostic**

*<http://www.exportdiagnostic.ca>*

**Team Canada Inc.**

An online tool which requires registration, for privacy reasons. There are nine “folders” of questions on your company, product or service, export objectives, management support, market entry strategies, export motivation, your industry, promotional approach and relevant experience. Feedback reports are provided at the end of each folder, and a summary report that evaluates the user’s export readiness on three factors: resources, competitiveness, and expectations.

## **2c. Sector-specific guides**

### **Market Reports by Industry Sector**

<http://infoexport.gc.ca>

#### **Canadian Trade Commissioner Service**

Provides brief overviews of specific market sectors, by country. Browse by industry sector or by geographic market. Also provides overviews of business conditions in foreign markets and contact names within the Trade Commissioner Service. For reports specific to regions of the United States, go direct to <http://infoexport.gc.ca/us>.

### **Introduction to the Export Process (agri-food sector)**

<http://ats-sea.agr.ca/export/e1951.htm>

#### **Agriculture & Agri-Food Canada**

Targeting the agri-food sector, this guide covers a variety of issues such as: Selecting a foreign market; Preparing the product for export; Choosing a distribution channel; Shipping the goods; Securing payments; Sources of assistance.

### **Canadian Exporters Guide to the United States (agri-food sector)**

<http://ats-sea.agr.ca/us/e3272.htm>

#### **Agriculture & Agri-Food Canada**

This introductory export guide focuses on the U.S. market for agri-food products. Topics are: Ready to export? Getting your product to market; Labeling and packaging; Carriers, distributors and freight forwarders; Financing, insurance and consulting services; Government contacts; Trade events.

### **Guides for Housing Exporters (housing sector)**

[http://www.cmhc-schl.gc.ca/en/homadoin/excaprex/repulrepu\\_002.cfm](http://www.cmhc-schl.gc.ca/en/homadoin/excaprex/repulrepu_002.cfm)

#### **Canada Mortgage & Housing Corporation**

A series of comprehensive guides offering practical and detailed advice to assist Canadian housing exporters successfully compete in foreign markets. The guides are: Are you ready to export? Getting ready to export; Growing overseas through licensing and franchising; Growing overseas through strategic alliances and subsidiaries; International financial institution (IFI) procurement; Screening the buyer; Negotiating with the buyer. (All guides are PDF format)

### **Take a World View... Export Your Services (services sector)**

<http://strategis.gc.ca/twv>

<http://exportsource.ca/worldview>

#### **Team Canada Inc.**

New and occasional service exporters are the main target audience for this export preparation tool, which is a companion piece to Team Canada Inc's "Step-by-Step Guide" to exporting. Comprehensive advice under the headings: International business opportunities; Trade through e-business; About exporting services; Tools for exporters; Researching the market; Financing service exports; Stepping across border; What is your industry sector?

### **U.S. Export Manual (apparel sector)**

<http://www.apparel.ca/bookstore/marketing.html>

#### **Canadian Apparel Federation**

This manual is for Canadian apparel companies targeting the U.S. market. (\$) The Federation also publishes the "Directory of International Apparel Industry Trade Shows." (\$)



## **2d. Guides – Advanced**

### **Interactive Export Planner**

*<http://exportsource.caliep>*

**Team Canada Inc.**

An interactive online planner that guides the user through the necessary steps to construct an export strategy. Included are examples and links to appropriate information sources. Users enter their own data, which is stored 60 days (Registration is required and access is password protected).

### **Sell 2 US Gov**

*<http://www.dfait-maeci.gc.ca/sell2usgov>*

**Department of Foreign Affairs & International Trade**

This guide will help companies through the process of selling to U.S. government agencies. “Business Essentials” covers information about U.S. government procurement, trade agreements, export controls, and selling barriers. “Prospecting” covers market development, marketing strategy, hot markets and resources, with separate sections on IT and state and local procurement. “Contracting” includes how to read a solicitation, contracting methods, regulations and contract administration, with a separate section on General Services Administration (GSA). “Trouble-shooting” covers U.S. Federal procurement restrictions such as “Buy American Act” and “Small Business Set-Asides”.

## **Importing Manual USA**

*<http://www.worldtradeexpress.com/impmanbook.html>*

**World Trade Press**

This directory has separate chapters describing U.S. import regulations for each of the 99 chapters of the Harmonized Tariff Schedule (HTS), including entry procedures, restrictions and prohibitions, documentation, marking and labeling, and regulatory agency listings. There are also sample forms, descriptions and explanations of U.S. import documentation, as well as illustrated guides to packaging and shipping, up-to-date explanations of U.S. customs entry and clearance regulations. (\$)

# Market Information

This section describes the sources that provide information about the target market. The “Basic” sources, or those that provide “ready-made” market summaries, are a good introduction to specific countries and sectors.

The “Advanced” sources (3b) provide raw data about target markets, such as trade and production statistics, which can be used to supplement the existing overviews or to develop customized market estimates.

### **3. Market Information**

#### **3a. Market Prospects – Basic**

##### **Country Profiles**

<http://www.ontarioexports.com>

(under Target Your Market)

##### **Export Development Branch, Ministry of Economic Development and Trade**

Each country profile includes information on demographics, economic information (historical and forecast), political system, economic structure, trade policy, financing, contact information and statistics. (PDF format)

##### **Staff Directory**

<http://www.ontarioexports.com>

(under Target Your Market, click on Talk to Export Experts)

##### **Export Development Branch, Ministry of Economic Development and Trade**

Directory of international marketing consultants by market region, plus answers to frequently asked export questions.

##### **Market Reports by Industry Sector**

<http://infoexport.gc.ca>

##### **Canadian Trade Commissioner Service**

Brief overviews of specific market sectors, by country. Browse by industry sector or by geographic market. Also provides overviews of business conditions in foreign markets, and contact names within the Trade Commissioner Service. For reports specific to regions of the U.S., go direct to <http://infoexport.gc.ca/us>.

### **Market Information (food & beverage sector)**

<http://ats-sea.agr.ca/info/mkinfo-e.htm>

#### **Agriculture & Agri-Food Canada.**

Brief overview reports of the market for food and beverage products in foreign markets. The reports are drawn from several sources, including Agriculture Canada and DFAIT.

### **Virtual Trade Commissioner**

<http://infoexport.gc.ca>

(left hand frame)

#### **Department of Foreign Affairs & International Trade**

Customized market information from the Canadian Trade Commissioner Service. Companies must register to access this service. Once registered, businesses receive a personalized web page containing market information and business leads and can request services online from the Trade Commissioners. Industry and target market information updates are also provided.

### **Key U.S. Housing Market Reports (building products & services sector)**

[http://www.cmhc-schl.gc.ca/en/homadoin/excaprex/repu/repu\\_016.cfm](http://www.cmhc-schl.gc.ca/en/homadoin/excaprex/repu/repu_016.cfm)

#### **Canada Mortgage & Housing Corporation**

The market guides are designed to help Canadian producers of residential building products and services understand, and penetrate local markets in Boston, Chicago, Dallas and Seattle.

### **National Trade Database – Industry Sector Analysis Reports**

<http://www.stat-usa.gov/tradtest.nsf>

(under Market and Country Research)

#### **U.S. Department of Commerce**

Brief market reports for products and services in non-U.S. markets (\$ subscription or pay-per-view). Older reports from this database are free on the Strategis website.

([http://strategis.ic.gc.ca/sc\\_mrkti/ibinddc/engdoc/1a1.html](http://strategis.ic.gc.ca/sc_mrkti/ibinddc/engdoc/1a1.html))

## **Industry & Trade Summaries**

<http://www.usitc.gov/webpubs.htm>

(click on General Fact-finding Reports)

### **U.S. International Trade Commission**

Each report addresses a different commodity/industry area and contains information on product uses, U.S. and foreign producers, and customs treatment. Also included is an analysis of the basic factors affecting trends in consumption and production, and trade of the product. Typical topics include cured fish, furniture, motor vehicle seats and newsprint. (PDF format)

## **3b. Market Prospects – Advanced**

### **Staff Directory**

<http://www.ontarioexports.com>

(under Target Your Market, click on Talk to Export Experts)

### **Export Development Branch, Ministry of Economic Development and Trade**

Directory of international marketing consultants by market region, plus answers to frequently asked export questions.

### **Virtual Trade Commissioner**

<http://infoexport.gc.ca>

(left hand frame)

### **Department of Foreign Affairs & International Trade**

Customized market information from the Canadian Trade Commissioner Service. Companies must register to access this service. Once registered, businesses receive a personalized web page containing market information and business leads and can request services online from the Trade Commissioners. Industry and target market information updates are also provided.

### **Trade Fact Sheets**

<http://www.ontarioexports.com>

(under Target Your Market)

### **Export Development Branch, Ministry of Economic Development and Trade**

One-page summaries of trade statistics including trade balance, top exports and imports, and top five trade partners. Searchable by country. (PDF format)

### **Trade Data Online**

<http://strategis.gc.ca/tdo>

### **Industry Canada**

Trade data from Statistics Canada and U.S. Census Bureau. Search for imports or imports by industry (NAICS codes) or by product (HS codes). Specify national or provincial detail, and country of origin or destination. U.S.-Canada trade data is available at the state and provincial level.

### **International Trade Research**

<http://www.fitt.ca>

### **Forum for International Trade Training**

An in-depth training course on international market research, available online or in person. Part of a series leading to the designation “Certified International Trade Professional”, but may be taken separately.

### **U.S. Industry & Trade Outlook**

<http://www.ita.doc.gov/td/industry/otea/outlook/index.html>

### **U.S. International Trade Administration**

Historical data (edition for 2000) provided for each broad industry category, including data on shipments, imports and exports, industry trends, one- two- and five-year forecasts, recent trade patterns, e-commerce in the industry, and sources for further research. Currently only available in print or on CD Rom. A web version is under development. (\$)

## **Manufacturing, Mining & Construction Statistics**

*<http://www.census.gov/mcd>*

**U.S. Census Bureau**

A statistical series focused on the mining, manufacturing and construction industries in the U.S. In particular, current industrial reports provide quarterly production and shipment statistics on each of 66 U.S. industry sub-sectors, such as electric lighting fixtures. (PDF format)

## **Foreign Trade Statistics**

*<http://www.census.gov/foreign-trade/www>*

**U.S. Census Bureau**

This is the main site for foreign trade statistics as compiled by the U.S. Census Bureau. In particular, trade by commodity (<http://censtats.census.gov/sitc/sitc.shtml>) allows you to view trade statistics on specific products, by country, being exported to the U.S.

## **Interactive Tariff & Trade DataWeb**

*<http://dataweb.usitc.gov>*

**U.S. International Trade Commission**

Registration is required to access detailed trade data: U.S. imports by 6-digit Harmonized Tariff Schedule codes (HTS) and country. The Commodity Translation Wizard assists the conversion between HTS codes, SITC and NAICS codes. The Tariff Database includes searches by HS code, or by key word in the full legal text of chapters.

## **State Data Centers**

*<http://www.census.gov/sdc/www>*

**U.S. Census Bureau**

A U.S. federal government portal designed to locate, by state, sources of statistics generated by non-federal government agencies.



**PIERS**

*<http://www.piers.com>*

**Port Import Export Reporting Service**

Commercial service providing detailed reports on imports to the U.S. through vessels entering U.S. ports. Data on shipments, shippers and destinations is derived from bills of lading and other trade documentation. (\$)



# Non-Customs Regulations

This section describes sources of information for regulations which may apply to goods and services sold in target markets, especially the U.S. Non-customs regulations cover standards, patents and other intellectual property, safety and health standards, and labeling and packaging.

## **4. Non-Customs Regulations**

### **Export Alert!**

[http://www.scc.ca/en/news\\_events/subscriptions/export\\_alert.shtml](http://www.scc.ca/en/news_events/subscriptions/export_alert.shtml)

### **Standards Council of Canada**

An e-mail service which, based on a user profile, notifies the user of changes in regulations in target countries. Full text of revised regulations can also be provided. (\$)

The Council also offers Standards Alert! accessible at:

([http://www.scc.ca/en/news\\_events/subscriptions/standards\\_alert.shtml](http://www.scc.ca/en/news_events/subscriptions/standards_alert.shtml)).

Subscribers receive e-mail updates about changes to the Canadian and international standards in various fields of interest. (\$)

### **U.S. Regulations for Canadian Exporters**

[http://www.cbcs.org/alberta/content/us\\_reg.pdf](http://www.cbcs.org/alberta/content/us_reg.pdf)

### **The Business Link, Alberta. 24 pages.**

Basic information and links to various U.S. official websites. Topics covered include: agents, business travel, customs, cosmetics, drugs, food and beverages, intellectual property, labeling, standards and trade shows. (PDF format)

### **Country Commercial Guides – Chapter 6: Trade Regulations, Customs & Standards**

[http://www.state.gov/www/about\\_state/business/com\\_guides/](http://www.state.gov/www/about_state/business/com_guides/)

[2001/index.html](http://www.state.gov/www/about_state/business/com_guides/2001/index.html)

### **U.S. Commercial Service**

Country Commercial Guides are comprehensive guides to doing business in a specific country, from the U.S. viewpoint. Latest guides available to Canadians are 2001. Chapter 6 of each guide covers tariffs and import taxes, labeling and marking requirements, etc.

## **A Food Labeling Guide**

*<http://www.cfsan.fda.gov/~dms/flg-toc.html>*

### **U.S. Food & Drug Administration**

This guide provides U.S. federal government guidelines on labeling as it relates to the food sector.

## **Regulations, Requirements & Labeling – The Americas (food products)**

*<http://ats-sea.agr.ca/access/regsamerica-e.htm>*

### **Agriculture & Agri-Food Canada**

Part of the “Market Access” section of the Agri-Food Trade Service website, this page links to sources which describe the regulatory environment in countries in North and South America. The main page of the “Market Access” section (<http://ats-sea.agr.ca/access/mkaccess-e.htm>) also includes regulations for other markets, and Canadian requirements for exporting agri-food products.

## **Export Listings and Information (fish & seafood products)**

*<http://www.inspection.gc.ca/english/animal/fispsol/export/exporte.shtml>*

### **Canadian Food Inspection Agency**

Lists of Canadian exporters approved for exporting fish and seafood products to the U.S. and EU. Also included are foreign country certification requirements, links to guides to food packaging and labeling requirements in the EU, etc.

## **Device Advice (medical devices)**

*<http://www.fda.gov/cdrh/devadvice>*

### **U.S. Food & Drug Administration, Center for Devices & Radiological Health**

Assists with ensuring compliance of medical devices to FDA regulations. Information on regulations, product classification, marketing a medical device, requirements for registering an establishment with the FDA, Pre-Market Notification 510(K), packaging and labeling requirements, and importing medical devices into the U.S.

**Intellectual Property Links – International**

*[http://strategis.gc.ca/sc\\_mrksvl/cipollinks/links\\_intl-e.html](http://strategis.gc.ca/sc_mrksvl/cipollinks/links_intl-e.html)*

**Canadian Intellectual Property Office**

Links to the patents and trade marks offices of foreign countries.

**Market Access Sectoral and Trade Barriers Database**

*<http://mkaccdb.eu.int/cgi-bin/stb/mkstb.pl?action=search>*

**DG-Trade, European Commission**

This database provides comprehensive descriptions of the trade barriers in non-EU countries and is searchable by country and by industry sector.

# Export Finance

This section covers all aspects of export financing. The "Basic" section provides links to sources with overviews on various aspects of trade finance, and the service providers in that area, suitable for businesses new to exporting. The "Advanced" section provides links to more specific service providers, and more detail on their particular services. The section on "Costing and Pricing" (5c) brings together sources that guide the business client in setting appropriate prices for exported goods and services. The sources on credit, insurance and documentary credits have been divided into "Basic" (5d) and "Advanced" (5e), since this is a complex area of international trade.

## **5. Export Finance**

### **5a. Export Finance – Basic**

#### **Export Finance Guide**

<http://exportsource.ca/goll/exportsource/interface.nsf/engdocBasic/5.2.html>

#### **Team Canada Inc.**

A primer on export financing. The introductory general section covers stages of export financing, types of financing, and developing finance relationships. The section on export finance describes types of financing, insurance and risk management, pre-and post-shipment export finance, regulatory and tax issues. A separate section covers exporting to the U.S., and includes a glossary and checklist.

#### **Trade Basics**

<http://www.royalbank.com/trade/tradebasics.html>

#### **RBC Global Services**

An export/import guide focused on financial issues and international trade. Exporter-related sections cover topics such as; The Contract: managing trade risk, trade finance solutions, elements of a sales contract, pre-shipment financing, credit insurance and bidding on overseas contracts; Shipment: shipping guidelines, common trade documentation, and insurance coverage; and Payment: methods of payment, costs and SME financing options.

#### **Sources of Financing**

<http://strategis.gc.ca/sources>

#### **Industry Canada**

A searchable directory of Canadian financial providers, information on different types of financing and financial providers, and tips on securing financing. Not specific to international trade, but a useful overview of general sources of business financing.



## **5b. Export Finance – Advanced**

### **EDC – Small Business**

[http://www.edc.ca/prodserv/smallbus/index\\_e.htm](http://www.edc.ca/prodserv/smallbus/index_e.htm)

### **Export Development Canada (EDC)**

Describes the services available from EDC, including loans to international buyers to allow immediate payment to the Canadian exporter, and loan guarantees to the exporter's bank to cover pre-shipment bank loans for export contracts.

### **My Project: Exporting**

[http://www.bdc.ca/en/my\\_project/Projects/exporting.htm](http://www.bdc.ca/en/my_project/Projects/exporting.htm)

### **Business Development Bank of Canada (BDC)**

Export financing and consulting services are available from BDC.

### **The Progress Payment Program**

<http://www.ccc.ca/eng/images/content/publications/ppp.pdf>

### **Canadian Commercial Corporation (CCC)**

Describes CCC services to assist exporters in obtaining export financing, in cooperation with commercial banks. (PDF format)

### **Program for Export Market Development (PEMD)**

<http://www.dfait-maeci.gc.ca/pemd>

### **Department of Foreign Affairs & International Trade**

Funding for Canadian Trade Associations that have a national mandate. Assistance is provided for generic international business development activities that benefit a particular industry sector. The association's proposed activities must be for the benefit of its members, relate to the generic export promotion of the sector's products or services, the improvement of market access or the development of market information/intelligence.

## **International Trade Finance**

*<http://www.fitt.ca>*

### **Forum for International Trade Training**

Available either online or in person, this in-depth course provides thorough coverage of international trade finance. Part of a series of courses leading to the designation “Certified International Trade Professional”, but may be taken separately. (\$)

## **5c. Costing & Pricing**

### **Case Study: Setting the Right Price**

*[http://www.ontarioexports.com/oei/filelibrary/pdfs/english/Appendix\\_GettingReadytoExport.pdf](http://www.ontarioexports.com/oei/filelibrary/pdfs/english/Appendix_GettingReadytoExport.pdf)*

### **Export Development Branch, Ministry of Economic Development and Trade**

Part C of the Appendix to the “Getting Ready to Export Guide” is a useful case study on pricing for export markets.

### **Export Costing Worksheet**

*<http://www.cbsc.org/alberta/tbl.cfm?fn=expcost>*

### **Business Link, Alberta**

Summary of the export costing process for each of the four most common Incoterms: Ex Works, FOB, CIF and DDP. The user works through a calculation starting with production costs, and ending with a target price to cover all the costs of exporting. This site is also useful for explaining the financial implications of different delivery terms in contracts.

## **Responding to Unsolicited Orders**

<http://exportsource.ca/goll/exportsource/interface.nsf/engdocbasic/1.3.4.html>

**Team Canada Inc.**

A template on the process involved in responding to an unsolicited order from abroad: developing an estimate of what price and terms to ask of the foreign buyer, preparing a quotation as the basis for negotiation, and drawing up the terms of contract with the foreign buyer. The steps covered are: internal research, market research, landed cost calculation, feasibility test (diagnostic), negotiation, the contract and order fulfillment. (PDF format)

## **Export Pricing Calculator**

<http://www.cafta.ca/Calculator/Calculator2.htm>

**Canadian Federation of Trading House Associations**

The user completes the costs and fees sections of the calculator, selects the appropriate foreign currency, and a suggested export price is generated.

## **5d. Credit, Insurance, Documentary Credits – Basic**

### **ExportCheck**

[https://www.edc.ca/prodserv/online/index\\_e.htm](https://www.edc.ca/prodserv/online/index_e.htm)

**Export Development Canada (EDC)**

As a service for EDC's export customers, companies can obtain credit profiles, EDC Opinion report and D&B Business Information report on a potential buying company. (\$)

### **Insurance**

[https://www.edc.ca/prodserv/insurance/index\\_e.htm](https://www.edc.ca/prodserv/insurance/index_e.htm)

**Export Development Canada (EDC)**

Describes the insurance services that EDC provides to its customers.

### **Quick Guide to Letters of Credit**

[http://www.mantissa.co.uk/Top2\\_1.htm](http://www.mantissa.co.uk/Top2_1.htm)

#### **Mantissa Limited**

A simple explanation of the letter of credit (L/C) and its use. Topics include: what are L/Cs, when are they used, the L/C process, the problem for exporters, and tips for exporters. The site also includes a glossary. Mantissa also offers fee-based, in-depth training on L/Cs.

### **Documentary Letters of Credit – A Practical Guide**

[http://www.scotiabank.com/cda/content/0,1608,CID996\\_LIDen,00.html](http://www.scotiabank.com/cda/content/0,1608,CID996_LIDen,00.html)

(click on Guide to Letters of Credit in right-hand frame)

#### **Scotiabank**

This booklet describes the letter of credit (L/C) process in simple terms, including: benefits, types, documents usually required, steps in a L/C transaction, payment procedure, what to do if documents are dishonoured, a brief explanation of trade terms and parties involved in a L/C transaction. (PDF format)

### **Letters of Credit Checklist**

<http://www.royalbank.com/trade/checklist.html>

#### **RBC Global Services**

A checklist of the nine key, and often negotiable, terms that appear in a letter of credit. This page also links to TradeView, software for creating import and export letters of credit.

## **5e. Credit, Insurance, Documentary Credits – Advanced**

### **Exporter's Guide**

[http://corporate.bmo.com/tradefinance/export/publications/images/exporter\\_guide.pdf](http://corporate.bmo.com/tradefinance/export/publications/images/exporter_guide.pdf)

#### **BMO Nesbitt Burns**

Tables, diagrams and examples providing more details on the various payment options for exporters. Includes: Payment instrument comparison, documentary credits flowcharts; Issuance and advice, settling by payment; Standard customs', how to expedite payments under documentary credits, comparison of major types of guarantees, etc. (PDF format)

### **Guide to Letters of Credit**

<http://www.worldtradepress.com/eit/letters1.html>

#### **World Trade Press**

Part of the Encyclopedia of International Trade. A letter of credit (L/C) checklist designed to assist U.S. small businesses. Topics covered: Introduction to letters of credit; Parties to the transaction, basic procedure and settlement; Basic documentary credit procedures; Issuance, amendment, and utilization; Opening a documentary credit; Details on parties and procedure compliance; Types of documentary credit.



# Customs & Logistics

Every exporter needs to be aware of customs regulations. The “Basic” section describes sources which provide overviews of regulations, suitable for the business client, while the “Advanced” section points to the specific sites where customs regulations, Harmonized System (HS) codes and tariffs may be found, particularly U.S. customs regulations and information on quotas. The logistics sections include sources of information about customs brokers and freight forwarders.

## **6. Customs & Logistics**

### **6a. Customs Regulations – Basic**

#### **Learn How to Export to the United State**

*<http://www.ontarioexports.com>*

(under Preparing to Export, click on New Exporters to Border States)

#### **Export Development Branch, Ministry of Economic Development and Trade**

This link leads to information on the New Exporters to Border States (NEBS) program, a two-day hands-on workshop that introduces new exporters to the fundamentals of exporting to the U.S. and helps to identify new market opportunities. Information includes export pricing, customs procedures, selecting agents, distributors and warehousing, banking and legal issues, export financing and insurance, and immigration issues.

#### **Exporting Small Commercial Shipments to the U.S.**

*[http://www.cbasc.org/alberta/content/export\\_comm\\_goods.pdf](http://www.cbasc.org/alberta/content/export_comm_goods.pdf)*

#### **Business Link, Alberta**

An overview of the regulations regarding small shipments to the U.S. It covers formal vs. informal entry, non-controlled and non-regulated shipments, and requirements for reporting, certificate of origin, labeling and marking, packaging, etc.

#### **Shipping to the United States: A Guide for Canadian Exporters and U.S. Importers**

*<http://www.livingstonintl.com/shippingtous.cfm>*

#### **Livingston International**

Focuses on understanding the regulations and procedures as they relate to customs clearance, the basics of duty relief programs and document requirements. (PDF format)



## **Exporting Goods from Canada – A Handy Customs Guide for Exporters**

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

### **Canada Border Services Agency**

Overview of the process for reporting exports: why you have to report, what goods you have to report, where and when to report, and how to complete Form B13A Export Declaration. Other links from this page include Canadian Automated Export declaration and look-up for Canadian Harmonized System (HS) codes.

### **HS Code and Tariffs**

<http://exportsource.ca/goll/exportsource/interface.nsf/engdocBasic/4.10.2.html>

### **Team Canada Inc.**

Links to tariff information by country, plus contacts in DFAIT for tariffs and U.S. food products labeling.

### **CBP Import Spotlight**

<http://www.cbp.gov/xp/cgov/import>

### **U.S. Customs & Border Protection**

Main page for customs regulation for importing into the U.S. Includes infrequent importer/traveler, duty rates, textiles and quotas. In the right frame, links to U.S. Import Requirements, a downloadable brochure covering formal vs. informal entry of goods, classification, mail shipments, restricted merchandise, useful documents etc.

## **6b. Customs Regulations – Advanced**

### **Canadian Export Classification 2003**

*<http://www.statcan.ca/english/tradedata/cecl/index.htm>*

#### **Statistics Canada**

General rules for the interpretation of the Harmonized System (HS), and titles of sections and chapters of the Canadian Export Classification. Browse the Canadian Export Classification by commodity description or by HS code, convert U.S. Import HS10 codes to Canadian Export HS8 codes.

### **Export and Import Controls**

*<http://www.dfait-maeci.gc.ca/eicb/menu-en.asp>*

#### **Department of Foreign Affairs & International Trade**

This site provides export control information on various sectors including softwood lumber, agri-food products, textiles and clothing, steel, military technology plus other miscellaneous industries.

### **Importing Into the United States: A Guide for Commercial Importers**

*<http://www.cbp.gov/nafta/cgov/pdf/iius.pdf>*

#### **U.S. Customs & Border Protection**

A 124-page book covering entry of goods, informed compliance, invoices, assessment of duty, classification and value, marking, special requirements etc. (PDF format)

## **Harmonized Tariff Schedule of the United States Annotated**

<http://www.usitc.gov/taffairs.htm#HTS>

### **U.S. International Trade Commission**

Based on the International Harmonized System, this schedule provides the applicable tariff rates and statistical categories for all merchandise imported into the U.S.

## **USITC Tariff Database**

<http://dataweb.usitc.gov/scripts/tariff.asp>

### **U.S. International Trade Commission**

Includes searching by HS code, or full legal text of chapters. Provides a brief description of each code, recent import statistics for that category, and duty rates under the different trade agreements.

## **U.S. Forms**

<http://www.livingstonintl.com/shippingtous.cfm>

### **Livingston International**

Examples of forms for shipping goods to the U.S. are provided. Forms can be viewed, completed and printed online; blank forms can also be downloaded.

## **International Mail Imports**

<http://www.cbp.gov/xp/cgov/toolbox/publications/travel/U.S. Customs & Border Protection>.

Downloadable publication which summarizes customs regulations affecting goods mailed to the U.S. from abroad, including mailed commercial shipments.

## **Ports of Entry (USA)**

<http://www.cbp.gov/xp/cgov/toolbox/ports/U.S. Customs & Border Protection>

Information provided includes U.S. Customs office phone numbers, faxes, e-mails and contacts for specific issues such as agriculture questions.

## **Online Harmonized Commodities Code Database**

<http://www.asycuda.org/onlinehs.asp>

### **UNCTAD**

An official description of the codes in the Harmonized System. Users can browse by code chapters, or search by keyword.

## **6c. Logistics – Basics**

### **Logistics**

<http://www.alberta-canada.com/altaport/logistics.cfm>

### **Alberta Economic Development**

An overview of logistics-related issues and the costs involved, including packaging and material handling, inventory management, warehousing and transportation.

### **Guides & Tips for International Cargo Shipments**

<http://infoexport.gc.ca/shipping/menu-e.htm>

### **Department of Foreign Affairs & International Trade**

This site provides an overview of some of the key issues with respect to international cargo shipments. Topics include: safe stowage, export packaging, making the decision on transportation – a checklist, insuring your shipment, rate and service negotiations.

### **International Freight Forwarding in Canada**

<http://ats-sea.agr.gc.ca/can/e2801.htm>

### **Agriculture & Agri-Food Canada**

Describes the functions of the international freight forwarder, including the advantages, selection, and a checklist for evaluating freight forwarders. While the guide is intended for agri-food businesses, it is also useful for exporters of other goods.

### **CIFFA Directory of Members**

*[http://www.ciffa.com/members\\_directory.asp](http://www.ciffa.com/members_directory.asp)*

### **Canadian International Freight Forwarders Association**

Directory of the association's 157 freight forwarders.

### **PBB Global Logistics**

*<http://www.pbb.com>*

### **PBB Global Logistics**

This site offers exporters information on Harmonized Codes, amendments to U.S. Food & Drug administration regulations, and downloadable trade documentation for Canada, the U.S. and NAFTA.

### **Trade Logistics 101: An Introduction to Forwarding**

*<http://fita.org/aotm/0802.html>*

### **Federation of International Trade Associations**

This article explains the role of freight forwarders.

### **Hiring a Licensed Customs Broker? Questions You Should Ask**

*<http://www.cscb.ca/listinfo/forhire.htm>*

### **Canadian Society of Customs Brokers**

Brief but helpful advice on selecting a customs broker.

### **CSCB Membership Directory**

*<http://cscb.ca/directory/direct.htm>*

### **Canadian Society of Customs Brokers (CSCB)**

Directory of customs brokers who are members of CSCB, including all branch offices. Search by Canadian city.

**Ontario Association of Trading Houses**

*<http://www.oath.on.ca>*

**Ontario Association of Trading Houses**

Website describes role and services of trading houses, and provides a directory of Canadian trading houses.

**6d. Logistics – Advanced**

**International Trade Logistics**

*<http://www.fitt.ca>*

**Forum for International Trade Training**

An in-depth training course, which can be taken either online or in person, on the logistics of international trade. Part of a series of courses leading to the designation “Certified International Trade Professional”, but may be taken separately. (\$)

# Marketing & Distribution

This section describes the sources of information on marketing and distribution in the destination country. The section is divided by marketing or distribution channel, with each sub-section describing sources that advise on the optimal use of the channel, and also directories to locate specific trade shows, distributors, trade journals etc. There are also sub-sections on trade lead websites, and on e-commerce, as more and more Canadian producers are using the web to market to foreign buyers and receive orders from abroad.

## **7. Marketing & Distribution**

### **International Marketing**

*<http://www.fitt.ca>*

### **Forum for International Trade Training**

An in-depth training course, which can be taken either online or in person, on international marketing, complementing the training course on international market research. Part of a series of courses leading to the designation “Certified International Trade Professional”, but may be taken separately. (\$)

### **Program for Export Market Development (PEMD)**

*<http://www.dfait-maeci.gc.ca/pemd>*

### **Department of Foreign Affairs & International Trade**

Funding for Canadian Trade Associations that have a national mandate. Assistance is provided for generic international business development activities that benefit a particular industry sector. The association's proposed activities must be for the benefit of its members, relate to the generic export promotion of the sector's products or services, the improvement of market access or the development of market information/intelligence.

### **Trade Routes (cultural industries)**

*[http://www.pch.gc.ca/progs/ac-ca/progs/rc-tr/progs/pcrc-trcpl/index\\_e.cfm](http://www.pch.gc.ca/progs/ac-ca/progs/rc-tr/progs/pcrc-trcpl/index_e.cfm)*

### **Canadian Heritage**

Program to provide financial and advisory support to Canadian arts and cultural exporters.



## **7a. Trade Shows**

### **Trade Show Benefits**

<http://www.ontarioexports.com>

(Under Preparing to Export, click on Trade Tools)

### **Export Development Branch, Ministry of Economic Development and Trade**

Provides an overview for exhibiting at a trade show. It also includes a section on trade show terminology.

### **Successful International Trade Show Marketing**

<http://exportsource.ca/tradeshows>

### **Team Canada Inc.**

A primer on exhibiting at international trade shows which includes links to sources, and detailed checklists. Topics covered include: Introduction to international trade fairs; Choosing an international trade fair; Planning for an international trade fair; Successful trade fair strategies; Post-trade fair activities. (PDF format)

### **Virtual Trade Missions**

<http://www.ontarioexports.com>

### **Export Development Branch, Ministry of Economic Development and Trade.**

Virtual Trade Missions use videoconferencing and Internet technology to connect SMEs from Ontario with potential business partners, market experts and key government representatives worldwide.

### **Trade Show Directories – By Industry**

<http://www.ic.gc.ca/coef>

(click on Calendar of Events, then Other Event Websites)

### **Canada-Ontario Export Forum**

Lists websites that are directories of trade shows in specific industries. (PDF format)

## **Trade Show Directories – By Region**

*<http://www.ic.gc.ca/coef>*

(click on Calendar of Events, then Other Event Websites)

### **Canada-Ontario Export Forum**

Lists websites that are directories of trade shows in specific regions or countries. (PDF format)

## **TSNN**

*<http://www.tsnn.com>*

### **Trade Show News Network**

Database of 15,000 trade shows with major emphasis on U.S. shows. Search by industry category, or search by location, date or keyword. Registration is required.

## **Tradeshaw Week Online**

*<http://www.tradeshawweek.com>*

(click on Tradeshow Directory)

### **Reed Business Information**

Online version of print sources, covering 5,000 North American shows, and 7,000 trade shows elsewhere. Search by location, keyword, date or industry category.

## **M+A ExpoDatabase**

*<http://www.expodatabase.com>*

(click on Tradeshows)

### **Deutscher Fachverlag**

A database of 10,000 tradeshows, particularly European trade shows. It also includes a detailed index by industry. The database is also searchable by country.

## **7b. Trade Leads**

### **Virtual Trade Commissioner**

*<http://infoexport.gc.ca>*

(left hand frame)

### **Department of Foreign Affairs & International Trade**

Customized market information from the Canadian Trade Commissioner Service. Companies must register to access this service. Once registered, businesses receive a personalized web page containing market information and business leads and can request services online from the Trade Commissioners. Industry and target market information updates are also provided.

### **SourceCan**

*<http://www.sourcecan.com>*

### **Industry Canada**

An e-marketplace that matches Canadian products and services with business opportunities posted by domestic and foreign corporations and governments, at no charge to the registered user. The site includes a business capabilities database, international bid/tender matching system, etc.

### **E-Leads**

*<http://www.e-leads.ca>*

*<http://www.iboc.gc.ca>*

### **International Business Opportunities Centre**

A free subscription service that provides electronic trade leads. Canadian companies complete a profile which captures export activity preferences by products, services and priority markets.

## **IFInet**

<http://infoexport.gc.ca/ifinet>

### **Department of Foreign Affairs & International Trade**

Trade leads and assistance with export opportunities funded by International Financial Institutions (IFI) and UN agencies, especially in developing economies.

## **Responding to Unsolicited Orders**

<http://exportsource.ca/goll/exportsource/interface.nsf/engdocbasic/1.3.4.html>

### **Team Canada Inc.**

A template on the process involved in responding to an unsolicited order from abroad: developing an estimate of what price and terms to ask of the foreign buyer, preparing a quotation as the basis for negotiation, and drawing up the terms of contract with the foreign buyer. The steps covered are: internal research, market research, landed cost calculation, feasibility test (diagnostic), negotiation, the contract and order fulfillment. (PDF format)

## **Evaluating Trade Leads**

<http://www.going-global.com/articles.htm>

### **ZDNet & JPG Consulting**

An article on evaluating trade leads, especially those posted on international websites.

## **7c. Distribution Channels**

### **Checklist for Evaluating Potential Export Sales Representatives**

[http://www.tradeport.org/tutorial/rep\\_list.pdf](http://www.tradeport.org/tutorial/rep_list.pdf)

[http://www.tiab2b.com/channels/agent\\_guide.cfm](http://www.tiab2b.com/channels/agent_guide.cfm)

### **Export Institute USA**

A one-page checklist, taken from the Export Sales & Marketing Manual.

## **Evaluating Foreign Distributors**

*<http://www.going-global.com/articles.htm>*

### **ZDNet & JPG Consulting**

An article describing what a foreign distributor can do for the exporter, evaluating the options of using an export intermediary versus setting up an international marketing department within your company and evaluating potential foreign distributors.

## **Basics of Contracts**

*<http://www.worldtradeexpress.com/eit/contracts1.html>*

### **World Trade Press**

Part of the Encyclopedia of International Trade, this site provides an introduction to international contracts, covering cross-border rights and obligations, cross-cultural expectations, governing law and choice of remedies, and necessary terms.

## **New England Manufacturers' Representative Guide**

*<http://www.acoa.ca/e/business/trade/reports/NEguide.shtml>*

### **Atlantic Canada Opportunities Agency**

The role of manufacturers' representatives, guidelines for using and selecting a representative, plus a directory of representatives in the New England states, arranged by industry category. (PDF format)

## **Directory of Manufacturers' Sales Agencies**

*<http://www.manaonline.org>*

### **Manufacturers' Agents National Association (MANA)**

The MANA member database lists sales agencies in the U.S. and Canada. Search the database by keyword, territory, product classification, client industries, etc. (\$)

## **7d. Advertising Media**

### **PubList.com**

*<http://www.publist.com>*

#### **PubList, Inc.**

Database of more than 150,000 magazines, journals, newsletters and other periodicals that allows you to browse or search by title, publisher or subject, and sub-select by country (under Advanced tab).

### **Mondo Times**

*<http://www.mondotimes.com>*

#### **Mondo Code LLC**

Database of newspapers and trade journals worldwide. Click on “local media by country” to search for local newspapers. Click on “major media by topic”, then on “business”, to find trade journals. The default listing is for North America, but you may instead choose an international region, or search directly by country.

### **ABYZ News Links**

*<http://www.abyznewslinks.com>*

#### **ABYZ Web Links Inc.**

This site mostly lists newspapers, but also covers broadcast, Internet, magazines and press agencies (BU indicates business focus). Search by country, sites include locally-published national and regional sources as well as background information (e.g. CIA World Fact book) and foreign news services (e.g. Balkans Today).

### **Kidon Media-Link**

*<http://www.kidon.com/media-link/index.shtml>*

#### **Kidon Media-Link**

A Netherlands-based website that includes newspapers, magazines, TV and radio stations, and news agencies. Search by country or by keyword, or sort by language.

## **7e. E-Commerce**

### **Ontario E-Commerce Export Guide**

*<http://www.ontarioexports.com>*

(under Preparing to Export)

### **Export Development Branch, Ministry of Economic Development and Trade**

A straightforward guide to e-commerce. It addresses questions exporters may have, presents key process elements for exporters to consider in planning for electronic business, and points to additional resources. Complements the “Getting Ready to Export” Manual.

### **E-Business Trade Roadmap**

*<http://strategis.gc.ca/etraderoadmap>*

### **Industry Canada**

Part of Ebiz.Enable. Links to public and private sector websites focusing on Internet-based international trade transactions, and grouped by subject headings representing the various stages of a commercial transaction over the Internet.

### **Electronic Business Info-Guide**

*<http://www.cbsc.org/ontario/english/ebusiness.cfm>*

### **Canada-Ontario Business Service Centre**

An overview document describing what e-commerce is, how it could affect your business, how existing regulations also apply to e-commerce transactions, and which government programs and services can help your business take advantage of e-commerce.





# **U.S. Industries & Organizations**

The United States is often the first foreign market that Canadian exporters tackle. A lot of information is available to develop exporting plans, but the volume of data can be daunting. This section describes useful web sources of information on U.S. industries, companies and trade associations.

## **8a. Industries**

### **Industry Information**

*<http://www.usitc.gov/tr/industr2.htm>*

#### **U.S. International Trade Commission**

This site provides links to important industry portals for agriculture, chemicals energy, electronics, machinery, transportation, minerals, metals and services.

### **VertMarkets**

*<http://www.vertmarkets.com>*

#### **VertMarkets Inc.**

Industry-specific, online portals that connect buyers and suppliers. The site is broken down into eight main sections and 68 sub-groups, and provides links to industry news, research, product information and business directories.

### **Advanstar**

*<http://www.advanstar.com>*

#### **Advanstar Communications**

Advanstar is a U.S. publisher of a wide range of trade journals, each of which has a comprehensive website covering its specific industry. Under “Our Markets”, link to Advanstar publications’ websites, ranging from application technology and art to telecommunications and travel.

### **IndustryClick**

*<http://www.industryclick.com>*

#### **Primedia Business Magazines & Media Inc.**

Primedia publishes more than 70 business-to-business journals and their websites can be reached from this home page. There is also a comprehensive supplier directory and (for a fee) online survey tools and market research.

**Reed Business**

*<http://www.reedbusiness.com>*

**Reed Business Information**

Reed is a worldwide publisher of trade journals. On its home page are links to 125 websites, including Manufacturing.Net (<http://www.manufacturing.net>), a portal for the automation and logistics communities that includes directories, news from 23 trade journals, a bookstore for standards, and links to associations, tradeshow and magazines.

**8b. Companies****Thomas Register of American Manufacturers**

*<http://www.thomasregister.com>*

**Thomas Publishing Company**

Comprehensive database of more than 173,000 U.S. and Canadian manufacturers. Registration is required, and is free. Also very useful are the Thomas Regional Industrial Register at <http://www.thomaspublishing.com> (click on Thomas Regional in right-hand frame), Thomas Global Register at <http://www.tgrnet.com> and Thomas Global register Europe at <http://www.tipcoeuropa.com>.

**Corporate Information**

*<http://www.corporateinformation.com>*

**Wright Investors' Service**

Corporate information on public and private companies, research reports and useful links for companies around the world (registration required).

## **U.S. Food Industry Resource Directory**

*<http://ats-sea.agr.gc.ca/us/e3045.htm>*

### **Agriculture & Agri-Food Canada, and Canadian Embassy, Washington**

A directory of government sources, industry publications and trade associations (alphabetically and by food category) that are relevant to the U.S. food industry.

## **Freightworld**

*<http://www.freightworld.com>*

### **Donald B. Littlefield Company**

A portal dedicated to the logistics industry. Under “modes”, find links to companies by industry sub-sector, and by country. Under “services”, find links to customs brokers, associations, government sites, etc.

## **YellowPages.Com**

*<http://www.yellowpages.com/Index.aspx>*

### **YellowPages.Com, Inc.**

Search by category and location, and link to business telephone directories worldwide.

## **8c. Trade Associations**

### **ASAE Gateway to Associations Online**

*<http://info.asaenet.org/gateway/OnlineAssocSlist.html>*

### **American Society of Association Executives**

A gateway to more than 6,500 U.S. association websites. Search by keyword, location or by category.

**FITA Directory of International Trade Associations  
in North America**

*<http://fita.org/members.html>*

**Federation of International Trade Associations**

A directory of 450 international trade associations located in the U.S., Canada and Mexico.

**Chamber of Commerce & Industry Directory**

*<http://www.worldchambers.com/CCII/index1.htm>*

**World Chambers Network**

An international database of local, regional or trade related chambers of commerce. Search by geographic location or keyword.

**Directory of Associations**

*<http://www.marketingsource.com/associations>*

**Concept Marketing Group**

Annual publication providing information on associations around the world; also available in electronic format. Site also has a searchable database giving names, cities and links where available.

**National Trade & Professional Associations of the  
United States**

*<http://www.columbiabooks.com/ntpa.cfm>*

**Columbia Books Inc, (annual publication)**

An alphabetical directory that provides the viewer with a list of trade and professional associations (by subject index), throughout the United States. It is also available in major public libraries (\$).

**Ministry of Economic Development and Trade  
Export Development Branch**

6th floor, Hearst Block  
900 Bay Street  
Toronto, Ontario M7A 2E1  
[www.ontarioexports.com](http://www.ontarioexports.com)  
E-Mail: [trade.officer@edt.gov.on.ca](mailto:trade.officer@edt.gov.on.ca)

Ph: (416) 314-8200 or toll-free in Ontario at  
1-(877) 46-TRADE (468-7233).  
Fax: (416) 314-8222

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