

BRITISH COLUMBIA CANADA



EXPORT



NAVIGATOR



Business Resources Forum
Nanaimo, May 2019



We gratefully acknowledge the financial support of the Province of British Columbia through the Ministry of Jobs, Trade and Technology, and the Government of Canada through Western Economic Diversification Canada.

WHY EXPORT?



**Grow
Faster**

Exporters achieve greater top-line **revenue growth** than non-exporters.*



**More
Innovative**

Companies that export are **25% more innovative** and more likely to adopt innovative technologies.



**More
Productive**

Manufacturers that export are **30% more productive** than those that don't.



**Last
Longer**

Exporting **increases business longevity**, helping companies stay in business longer.



**More
Competitive**

Companies that export **benefit** from economies of scale and increased efficiencies.



**More
Profitable**

Exporters generate **121% more revenue** on average.*



Source: Deloitte: The future of productivity
*Industry Canada, SME Profile: Canadian Exporters 2015

Canada



**WANT TO GROW, FIND NEW
MARKETS?**



What do I do (next)?

What help exists?

Where do I start?

Where do I go?

Who do I contact?

Where do my products fit?

Canada





Agri-Food
Canada

Vancouver
Board of
Trade?

Global
Affairs
Canada?

Business
Development
Bank of
Canada?

Innovation,
Science ED
Canada

Export
Development
Canada?

Small
Business
B.C.?

Canadian
Manufacturers
and Exporters?

Canadian
Commercial
Corporation?

**EXPORT
NAVIGATOR**

City
Economic
Agency?

Trade &
Investment
Reps?

Service
Firms?

Trade
Commission
Service?

British
Columbia.
ca?

Canada
Export
Centre?

WHAT BUSINESSES RECEIVE

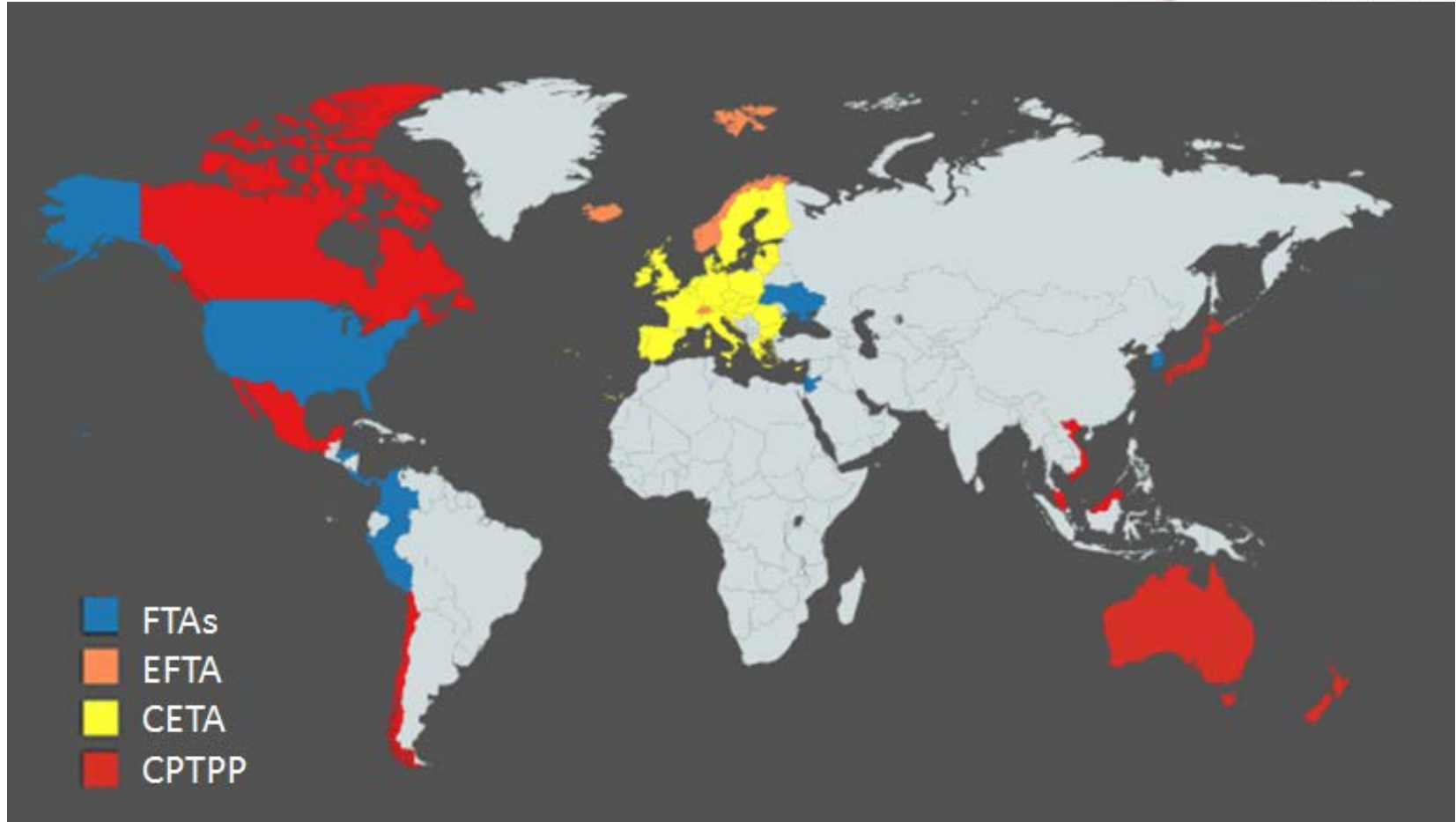
- **In-person guidance from an advisor in your region** on capacity assessment, expansion pathway, and assistance to successfully navigate government services.
- Tangible products to support growth, including:
 - Business need and export readiness assessment
 - **Export workbook** with step-by-step export approach
 - Personalized, step-by-step approach to market expansion
 - Access to extensive market research tools, resources and information
- The right service connections at the right time
- **Ongoing support** through the entire export process



CANADA FREE TRADE AGREEMENTS



CANADIAN
FREE TRADE
AGREEMENT
ACCORD DE
LIBRE-ÉCHANGE
CANADIEN



Canada



MARKET EXPANSION PATHWAY

STAGE 1: AWARENESS



STAGE 2: PLANNING & VALIDATION



STAGE 3: INITIAL MARKET ENTRY



STAGE 4: MARKET DEVELOPMENT AND GROWTH



MARKET ASSESSMENT SUPPORT



Trade Commissioner Service

- <https://www.tradecommissioner.gc.ca>
- [Step-by-Step Guide to Exporting](#)
- Market Reports & Country Info, including online export data
- Euro help desk

Agri-Food Canada

- Specialized market and country profiles
- Agri-food trade services
- Canadian Agricultural Partnership funding
- Canada Pavilion program
- Canada Brand

Canada



BC's TRADE & INVESTMENT NETWORK

- Located in key markets around the world
- Trade Mission activity
- Market Research
- Trade Show presence and support
- Agri-food & Seafood support programs
- How To Guides for business development
- Export Ready Catalogue
- Assist B.C. Businesses: Contact potential buyers, investors, and other key partners in key markets



TERMINOLOGY TRANSLATION



- HS Codes
- Country of Origin Rules
- Tariff Finder
- Inco Terms

DESCRIPTION					FREIGHT/RISK	MORE DETAILS
	SELLER	SELLER	BUYER	BUYER		
EXW Ex Works	SELLER SELLER SELLER		BUYER BUYER BUYER		Freight: Seller's premises. Risk: Seller's premises.	Seller is only responsible for making the goods available at the seller's premises. The buyer bears the full risk from there to the destination.
FCA Free Carrier	SELLER SELLER SELLER		BUYER BUYER BUYER		Freight: Freight handler. Risk: Freight handler.	Seller is responsible for delivery to the custody of the carrier, which is provided by the buyer. Risk is transferred as soon as loading has taken place.
CPT Carriage Paid to		SELLER		BUYER	Freight: Destination. Risk: First freight handler.	Seller delivers the goods to the carrier at an agreed place of delivery and pays for transport to the named destination. Risk is transferred at the place of delivery, whereas seller pays for transport to the destination.
CIP Carriage and Insurance Paid to		SELLER		BUYER	Freight: Destination. Risk: First freight handler.	Seller delivers the goods to the carrier at an agreed place of delivery and pays for transport and insurance to the named destination. Risk is transferred at the place of delivery, whereas seller pays for transport and insurance to the destination.
DAT Delivered at Terminal		SELLER SELLER SELLER		BUYER BUYER BUYER	Freight: Destination. Risk: Destination.	Seller delivers the goods unloaded at a specified place inside the agreed terminal. Risk is transferred as soon as the goods have been unloaded.
DAP Delivered at Place		SELLER SELLER SELLER		BUYER BUYER BUYER	Freight: Place of destination. Risk: Arriving means of transport.	Seller delivers the goods to the disposal of the buyer on the arriving means of transport at the agreed place. Seller assumes the risk until the goods are made ready for unloading from the arriving means of transport.
DDP Delivered Duty Paid		SELLER SELLER SELLER		BUYER BUYER BUYER	Freight: Destination. Risk: Destination.	Seller is responsible for bringing the goods to the destination, paying any duty and making the goods available to the buyer. Risk is transferred as soon as the buyer has access to the goods ready for unloading at the agreed destination.
FAS Free Alongside Ship		SELLER SELLER SELLER		BUYER BUYER BUYER	Freight: Shipside in part of departure. Risk: Shipside in part of departure.	Seller is responsible for delivery of the goods at the quay alongside the ship. From this point onwards, risk lies with the buyer.
FOB Free on Board		SELLER SELLER SELLER		BUYER BUYER BUYER	Freight: On board ship. Risk: On board ship.	Seller is responsible for delivery of the goods loaded on board the ship. Risk is transferred as soon as the goods have been set down inside the ship.
CFR Cost and Freight		SELLER SELLER SELLER		BUYER BUYER BUYER	Freight: Port of destination. Risk: On board ship.	Seller covers cost of freight, duty unpaid, to the named port of destination. Risk is transferred as soon as the goods have been set down inside the ship.
CIF Cost, Insurance and Freight		SELLER SELLER SELLER		BUYER BUYER BUYER	Freight: Port of destination. Risk: Port of destination.	Seller covers cost of insurance and freight, duty unpaid, to the named port of destination. Risk is transferred as soon as the goods have been set down inside the ship.

MARKET EXPANSION PLANNING



Why it's important:

- Helps you predict trouble spots, know the costs and be prepared
- Financial - what do you need? what will it cost? does your pricing structure work? is there funding available?
- **Funding & support programs - Federal, Provincial, Innovation, Agriculture, Inclusion**
- Buyers / Partners - what sales channel approach should you take?
- Transportation & Logistics
- Marketing


CLIENT CONNECTIONS

BUSINESSES BY SECTOR | ALL CLIENTS

 AGRIFOOD
36%

 MANUFACTURING
23%

 CONSUMER GOODS
19%

 CLEAN TECH
4%

 OTHER
8%

Contact us today to learn more about the program and how we can help you grow your business in new markets!

Darrell Goertzen

Export Advisor

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Website: www.exportnavigator.ca



CLIENT TESTIMONIAL

"Export Navigator has helped us gain alternative perspectives on export options. Our advisor has been great at introducing us to programs or other players. We were hit hard when opportunities in Alberta came to a halt, the program and our advisor were huge in helping us mitigate damage by seeking new opportunities."

- Export Navigator Client