



EXPORT ESSENTIALS

Learn to expand your market by taking [Export Navigator](#)'s new e-course, Export Essentials. This **free** e-course will give an overview of the export process, explaining key concepts and outlining the steps you should take to grow your business beyond B.C.

Whether your business is just getting started or already fully established, Export Essentials is here to guide your export journey. Register today: exportnavigator.ca/courses/export-essentials

PREVIEW OF LESSON 1

Exporting: Challenges and Opportunities

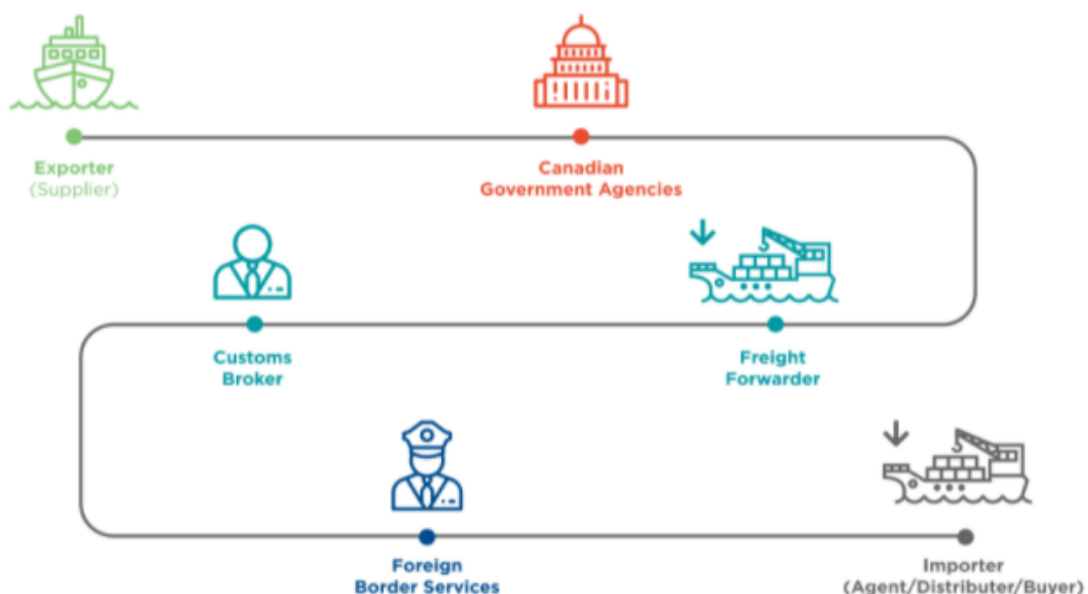
EDC: Introduction to Exporting -

<https://www.edc.ca/EN/Promotions/Documents/intro-to-exporting.pdf>

Trade Commissioner Service: A Step-by-Step Guide to Exporting -

<https://www.trade commissioner.gc.ca/guides/exporter-exportateurs/exporting-guide-exportation.aspx?lang=eng>

Export Process Flow Chart/Agents and Distributors



Exporting: Challenges and Opportunities

BDC: Choosing Foreign Sales Agents -

<https://www.bdc.ca/en/articles-tools/marketing-sales-export/export/choosing-foreign-sales-agent>

CBSA: Guide to exporting commercial goods from Canada -

<https://www.cbsa-asfc.gc.ca/export/guide-eng.html>

UNDERSTAND THE DIFFERENCE BETWEEN TYPES OF INTERMEDIARIES:

Agent	Distributor
A representative of the exporter	A customer of the exporter
Does not purchase the product from the exporter	Purchases the product from the exporter and then sells to customers
Involved in import process if required	Imports the product
Works for and is paid by the exporter in a predetermined method, often by sales commission	Marks up supply price to cover additional in-market costs of ownership, distribution
Isn't responsible for the distribution costs	Is responsible for distribution, has strong relationship with customers
No control of the resale price	Controls the selling price
Not normally responsible for after sales service	Responsible for after sales service and in some cases warranty and guarantee issues
• Exporter sells THROUGH an agent	• Exporter sells TO a distributor

Are you Ready to Export?

BDC Export: Are you Ready to Go Global? -

<https://www.bdc.ca/en/articles-tools/marketing-sales-export/export>

EDC: Five Sign's you are Reading to Start Exporting -

<https://www.edc.ca/en/blog/exporters-journey.html>

Remember to consider the following:

1. Which countries or markets will be appropriate for your products or services?
2. What do you know about your competitors and/or your consumers? Are there cultural or language factors to consider?
3. What is your entry strategy? Be sure to consider the current relationship between our governments, including Free Trade Agreements.

4. Are you aware of the legalities of exporting your product or service?
5. What type of transportation will you use for your product?
6. Do you know the costs of exporting? These may include marketing and promotion, new labelling, documentation, logistics and transport, brokerage fees, as well as customs and taxes.
7. Is there financing or funding available for you?

To learn more, visit exportnavigator.ca

ABOUT EXPORT NAVIGATOR

Export Navigator provides free one-to-one guidance from an advisor to help businesses move from stage to stage along the export pathway. Advisors bring specialized training and tools to help businesses navigate the range of programs and services available to them to help ensure a successful exporting journey. There are several regional providers of the Export Navigator program in B.C. The Export Navigator program is funded by the Government of British Columbia in partnership with Western Economic Diversification Canada and delivered through Small Business BC and Community Futures.