

GO GLOBAL

SUPPORTING EXPORT SUCCESS



Export Tools at Your Fingertips

- Foreign market intelligence
- Introductions in key networks
- Cost- and risk-reduction advice
- Business problem troubleshooting
- On-the-ground support

www.tradecommissioner.gc.ca



- Help with government-to-government contracting
- Aerospace, defence and security expertise
- Unique access to U.S. Department of Defense contracts

www.CCC.ca



- Market knowledge
- Credit insurance
- Bank guarantees
- Foreign buyer financing
- Political risk insurance
- Foreign investment and foreign affiliate support

www.EDC.ca



- **Consulting services:**
 - To assess exporting opportunities
 - To help select the right markets to target
 - To develop a successful entry strategy
- **Financing:**
 - To conduct business development overseas
 - To increase inventory to export to new markets
 - To purchase or expand facilities to meet growing demand
 - To invest in equipment and technology to increase production

www.BDC.ca

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Key Contacts



The Canadian Trade Commissioner Service | Le Service des délégués commerciaux du Canada

[@trade commissioner.gc.ca](https://www.trade commissioner.gc.ca)

 1-888-306-9991
(toll-free in Canada)

 @TCS_SDC

 Canada's International Trade Plan-DFATD

 The Canadian Trade Commissioner Service (TCS)



Export Development Canada | Exportation et développement Canada

[@edc.ca](https://www.edc.ca)

 1-888-994-4469

 @ExportDevCanada


 ExportDevCanada

 Export Development Canada | Exportation et développement Canada - EDC



Canadian Commercial Corporation
Corporation Commerciale Canadienne

[@ccc.ca](https://www.ccc.ca)

 1-800-748-8191
(toll-free in Canada)


 Canadian Commercial Corporation — Corporation commerciale canadienne



Entrepreneurs first

In person at one of our business centres

[@bdc.ca](https://www.bdc.ca)

 1-877-BDC-BANX
(1-877-232-2269)

 @BDC_News

 BDC Entrepreneur

 BDC

#ExportSuccess

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#ExportSuccess



EXPORT PLANNING

- Market Research
- ↓
- Connections to Partners
- ↓
- Navigation through government programs



GOING TO MARKET

- Marketing Planning
- ↓
- General Business Planning and Advice
- ↓
- Consulting
- ↓
- Finding Foreign Market Contacts

TCS | SDC

FINANCING

- Insuring Sales
- ↓
- Working Capital
- ↓
- VC, Equity/Sub-Debt
- ↓
- Asset Financing
- ↓
- Performance Bonds



MARKET ENTRY

- Foreign Investment
- ↓
- Accessing global supply chains
- ↓
- Accessing foreign government procurement markets
- ↓
- Direct commercial sales
- ↓
- Resolving business problems



TCS | SDC CCC

Canada-European Union Comprehensive Economic and Trade Agreement



European Union

A Market of
New Opportunities for
Canadian Businesses



The largest and most lucrative market in the world

- 28 countries with annual economic activity of \$18 trillion
- Market of more than 500 million consumers
- World's largest importer of fish and seafood—annual average: \$21 billion
- One of world's largest markets for government procurement—annual average: \$3.3 trillion
- One of world's largest services economies—annual average: \$12.6 trillion
- Canada-EU bilateral goods and services trade—annual average: \$111.7 billion

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Latin America & Caribbean

New Market Opportunities for Canadian Businesses



600 million consumers

\$60.1 billion two-way trade in 2014

7 Free trade agreements

6 Foreign investment promotion and protection agreements

27 Trade Commissioner Service offices

7 Export Development Canada offices



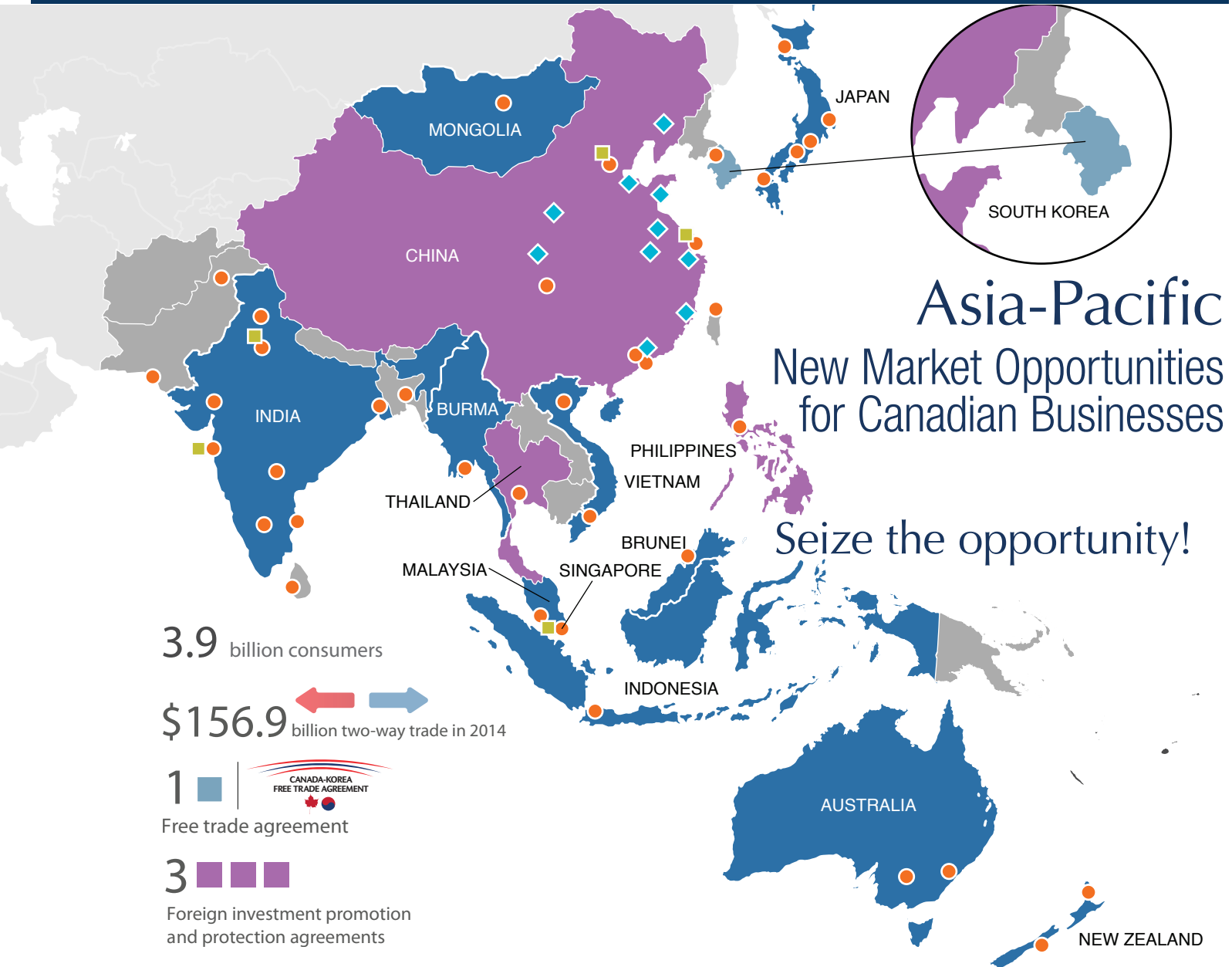
Legend

- Free trade agreement
- Foreign investment promotion and protection agreement
- Trade Commissioner Service office
- Export Development Canada office
- High-Priority country

Seize the opportunity!

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Asia-Pacific New Market Opportunities for Canadian Businesses

Seize the opportunity!

3.9 billion consumers

\$156.9 billion two-way trade in 2014

1 |
Free trade agreement

3
Foreign investment promotion
and protection agreements

38 Trade Commissioner
Service offices



10 Canadian Commercial
Corporation offices



5 Export Development
Canada offices



Canada-ASEAN* trade increased by 30.3%
over the last five years.

Legend

- Free trade agreement
- Foreign investment promotion and protection agreement
- Trade Commissioner Service office
- Export Development Canada office
- Canadian Commercial Corporation office
- High-Priority country

*ASEAN countries are Brunei, Burma, Cambodia, Indonesia, Laos, Malaysia, Philippines, Singapore, Thailand and Vietnam.

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China

New Market Opportunities for Canadian Businesses



Legend

- Trade Commissioner Service office
- Export Development Canada office
- Canadian Commercial Corporation office

One of the world's largest importers of agrifood and services

Canada's second-largest export market

1.3 billion consumers

\$77.9 billion two-way trade in 2014

HONG KONG

7.2 million consumers

\$4.9 billion two-way trade in 2014

10 Canadian Commercial Corporation offices



5 Trade Commissioner Service offices



2 Export Development Canada offices



1 Foreign investment promotion and protection agreement

Seize the opportunity!



Government of Canada / Gouvernement du Canada



GO GLOBAL

SUPPORTING EXPORT SUCCESS



India

New Market Opportunities for Canadian Businesses



Legend

- Trade Commissioner Service office
- Export Development Canada office

Seize the opportunity!

Opportunities for Canadian businesses exist in many sectors, including energy, food security, education, innovation and infrastructure.

1.2 billion consumers

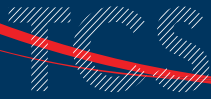
\$6.3 billion two-way trade in 2014

8 Trade Commissioner Service offices



2 Export Development Canada offices





We're here to help you in more than **175 CITIES** worldwide with **120 YEARS** of experience



With the TCS, Canadian companies access **36% more** markets

With the TCS, Canadian companies export **18% more** goods and services

GET THE TCS ADVANTAGE

The Canadian Trade Commissioner Service (TCS) can help you...



CONNECT YOUR BUSINESS

Tap into the TCS's global network of business professionals.

SAVE TIME & MONEY

TCS knowledge and expertise helps your company to save time and money.



GAIN BUSINESS INSIGHT

The TCS provides key market insight and practical business advice.

REDUCE RISKS

The TCS can help reduce risks and avoid costly mistakes.



FIND NEW OPPORTUNITIES

The TCS opens the door to a world of business opportunities.

RESOLVE BUSINESS PROBLEMS

The TCS helps you resolve problems in foreign markets.



FIND KEY CONTACTS

The TCS helps you find qualified, reliable contacts.

EXPAND TO GLOBAL MARKETS

The TCS helps your business navigate the complexities of global markets.



Connect with us

tradecommissioner.gc.ca/ourservices

1-855-464-6009



CanadExport.gc.ca



[@TCS_SDC](https://twitter.com/TCS_SDC)



linkd.in/TCS-SDC



YES, YOU CAN GROW YOUR BUSINESS INTERNATIONALLY – WITH HELP FROM EDC

Expanding sales to customers outside of Canada can bring a wide range of benefits for Canadian companies, including increased sales, business growth, and stronger resilience against economic downturns. Exporting is good for our Canadian economy too, with one in three jobs depending on exports.

Each year, EDC helps more than 7,000 Canadian companies, a majority of them small businesses, to conduct trade and investment in nearly 200 countries. From finding new customers to securing financing and ensuring payment from foreign buyers, EDC is here to help businesses grow – and we can help your company, too. As a Crown corporation serving Canadians since 1944, EDC offers market intelligence and supports international sales and investment through a mix of financial and insurance products and services, including the following.

MAKE SURE YOU GET PAID

EDC's insurance solutions protect against a wide range of risks, such as a customer's inability to pay, political instability and sudden contract cancellation. Solutions are flexible, with coverage available for a single customer, one contract, an entire book of receivables, or foreign affiliates. The insurance can also be used to offer your customers better payment terms, and free up bank operating lines by providing insurance as collateral.

GET FINANCING

EDC can work directly with a company or partner with a financial institution to provide additional credit capacity for a wide range of international business needs, such as working capital support.

GET FINANCING TO GROW INTERNATIONAL SALES

A financial proposal is often key to landing a contract, and EDC can offer financing directly to your foreign customer. EDC can also provide limited recourse project financing for large-scale global infrastructure and industrial projects.

FINANCE EXPORT- AND INVESTMENT-RELATED CAPITAL NEEDS

EDC can help access additional financing to support export-related activities and investments by providing your bank with a guarantee on loans for buying equipment, financing work in progress or working capital needs.

DISCOVER MORE BENEFITS AT EDC.CA

1. EDC has representatives in markets around the world. Find representatives in your current or desired markets at edc.ca/representatives.
2. Thinking of exporting, or want to learn more? The About Exporting tab at edc.ca has lots of information to help you decide if you're ready and what steps to take.
3. Learn how EDC's solutions can help protect and grow your business internationally under the edc.ca Solutions tab.
4. You can get free market intelligence from edc.ca, such as ExportWise magazine at edc.ca/exportwisemag, the Global Export Forecast at edc.ca/GEFreport, and weekly commentary and more under the Knowledge Centre tab.
5. Under the Country Info tab, you'll find comprehensive research on 200 markets, as well as downloadable market guides for major markets.
6. Stay up to date on current topics and learn more about new opportunities from the helpful webinars, seminars and trade missions listed under the Events tab at edc.ca.

YES, YOU CAN GROW YOUR BUSINESS INTERNATIONALLY – WITH HELP FROM EDC

FINANCE INVESTMENTS IN OTHER MARKETS

If you want to invest in another market, perhaps by setting up a local office, EDC can provide financing support, as well as insurance to protect against many political risks.

GET A BOND WITHOUT AFFECTING OPERATING LINES

Banks usually demand collateral to post a bond on your behalf, tying up cash flow. EDC's bond and guarantee solutions can free up operating lines to keep your business running smoothly.

PROTECT AGAINST A CHANGING DOLLAR

If you want to purchase a foreign exchange contract, financial institutions usually ask for collateral. EDC's guarantees can satisfy that demand, freeing up operating lines.

OBTAIN A LINE OF CREDIT OR OTHER FINANCING FROM A FOREIGN BANK

If you need to secure an operating line of credit, obtain letters of guarantee, or meet landlord/lease obligations, a foreign bank will usually ask for collateral. EDC's guarantee can satisfy this demand.

FIND OUT MORE

To learn about EDC's insurance solutions, visit edc.ca/insuranceform

Ce document est également disponible en français.

THE BDC DIFFERENCE

BDC IS THE ONLY BANK DEDICATED EXCLUSIVELY TO ENTREPRENEURS.

Our sole focus is on understanding your business, meeting your needs and helping you succeed.

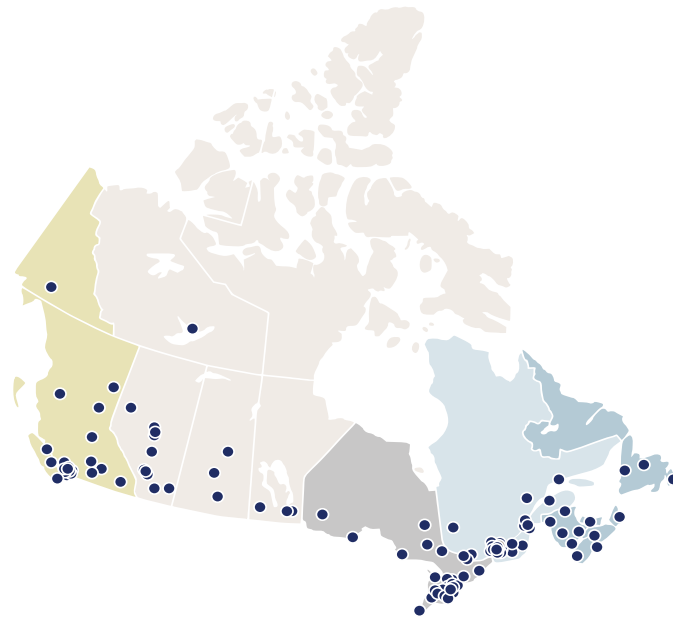
We know it's not easy to be a business owner. That's why we're here to provide resources and advice to maximize the potential of your company over the long term.

Our approach puts the emphasis on supporting your company in a way that preserves cash flow. At the same time, we understand your business is more than just dollars and cents. That's why we look at it as a whole, including your vision for the future.

With BDC, you have the peace of mind that comes with having an experienced, knowledgeable and committed advisor in your corner.

WE ARE CANADA'S DEVELOPMENT BANK. YOUR SUCCESS IS OUR BUSINESS.

BDC is the only bank dedicated **exclusively** to entrepreneurs



Locate your nearest business centre at bdc.ca/businesscentres

Contact us
1 888 INFO BDC
(1 888 463-6232)

Email
info@bdc.ca

Follow us

Visit bdc.ca



FINANCING
CONSULTING
VENTURE CAPITAL



COMMITTED TO YOUR SUCCESS

BDC's mission is to help businesses just like yours become stronger, more competitive and profitable. We offer the financing, venture capital and consulting services that companies need to grow, both at home and abroad.

We support entrepreneurs in all industries and at all stages of development. From more than 100 business centres across Canada and online at BDC.ca, we are committed to your long-term success and have the tools and experience to help make it happen.

You have ambitious goals for yourself and your business. BDC is ready to support you at every step of the way. Learn more about what we can do for your business.



FINANCING

Unparalleled flexibility

Repayment terms are tailored to your business cycle and needs. Take advantage of longer amortization periods, seasonal or progressive repayment schedules and the possibility to defer capital payments.

PURCHASE COMMERCIAL REAL ESTATE OR EXPAND FACILITIES

Secure long-term financing to cover the purchase or construction of your own building, or the expansion or improvement of your current facilities.

OBTAIN AN EQUIPMENT LINE

Get the flexibility you need to make equipment purchases over a 12-month period with guaranteed terms and conditions, and the possibility of additional financing for related expenses such as shipping, installation and training.

PURCHASE NEW TECHNOLOGY

Invest in hardware, software and consulting services, including Internet solutions, to boost your online sales.

ACCESS WORKING CAPITAL TO GROW AND INNOVATE

Take on projects such as increasing inventory, exporting, marketing and R&D. BDC's long-term working capital financing is the perfect complement to your line of credit.

EXPAND YOUR MARKETS

Seize domestic and global opportunities. Develop contacts and distribution networks or export plans.

TRANSFER OR SELL A BUSINESS

Obtain long-term financing and invaluable advice to help ease the transition or sale of your business.

SUBORDINATE FINANCING: AN ALTERNATIVE FOR GROWING COMPANIES

High-growth companies or mature firms that lack the collateral for a conventional loan can benefit from subordinate financing.

This innovative and flexible financing solution combines the advantages of a term loan and equity; it does not dilute ownership and can be structured to maximize your return on investment.

BDC offers between \$250,000 and \$20,000,000 to support projects such as:

- > Business acquisitions
- > Management buyouts
- > Business ownership transitions
- > Expansion or commercialization programs
- > Intangible asset financing
- > Working capital for growth



CONSULTING

Knowledge, experience and results

Our specialized and experienced management consultants work closely with you to help your business increase its competitiveness and profitability.

BUSINESS PLANNING AND MANAGEMENT

Business planning, financial and performance management, business coaching

MARKET DEVELOPMENT

Market planning and sales strategy

GLOBAL EXPANSION

Resources assessment, market planning and exploration

OPERATIONAL EFFICIENCY

Process improvement and waste reduction, quality management (ISO and HACCP)

INFORMATION AND COMMUNICATIONS TECHNOLOGY (ICT)

Internet strategy, ICT diagnostic and system selection support

INNOVATION

Planning and management

HUMAN RESOURCES MANAGEMENT

HR infrastructure, performance management and workplace health and safety

BUSINESS TRANSITION

Value creation, exit strategy and succession planning

BDC can finance the cost of consulting fees.



VENTURE CAPITAL

Smart capital and sound advice

BDC Venture Capital is the largest and most active early-stage technology investor in Canada.

We work both directly and indirectly with entrepreneurs, co-investors and other partners to build outstanding Canadian technology companies in the IT, health and energy/clean technology sectors.

- > We offer smart capital and operational know-how to early-stage technology-based companies and fund managers seeking to raise a first or subsequent fund. We can assist with strategic direction, senior executive hiring, commercialization, and fundraising initiatives.
- > We help bridge financing gaps in the early-stage ecosystem with unique funding solutions and by supporting the growth of emerging and innovative business models.
- > We partner with many organizations and work with them to connect our investees with the resources and contacts they need, when they are needed.

Navigate Complex Government Procurement Markets Abroad with Confidence

Pursuing contracts in complex government markets can be simpler with CCC at your side. CCC is a trusted Government of Canada partner that offers government to government contracting benefitting Canadian companies in areas such as reduction of risk, access to buyers and competitiveness. CCC takes on the role as prime contractor and offers a Government of Canada guarantee of contract performance.

Why Do Canadian Companies Choose CCC?

Access to Foreign Government Decision-makers

- Canadian companies get access to high-level government officials
- Canadian exporters benefit from MOUs negotiated with buyers for acquisitions from Canada
- CCC has knowledge of procurement policy and regulatory issues
- CCC has experience negotiating contracts in various cultural landscapes

Competitive advantage of government-to-government approach

- Canadian exporters are differentiated from competitors with a government to government sole-source contract option and Government of Canada contract guarantee
- Canadian companies benefit from the option to reduce or eliminate performance bonds and/or advanced payment bonds to reduce costs
- CCC is able to identify financing through export credit agencies and/or commercial lending institutions
- CCC offers the credibility of the Canada brand as contracts are signed with the Government of Canada

Reduction of Risk

- Payment risk is reduced as all financial issues, payments and cash flows are executed through CCC
- Corruption risk is reduced as CCC requires confirmation of ethical business practices for all transactions
- Political risk is reduced through CCC's enhanced high-level bilateral relationship

Accelerated transaction time by eliminating RFP

- Canadian exporters benefit from expedited acquisition processes on a government-to-government basis

Why Do Foreign Government Buyers Choose CCC?

Fast and Simple

- Buyers benefit from an expedited acquisition process on a government to government basis with CCC

Reduced Acquisition Risk

- Buyers benefit from mitigation of project risks and assurance of ethical business practices with CCC contract monitoring throughout the length of the contract
- CCC offers a Government of Canada assurance that the contract will be performed according to the agreed terms and conditions

Enhanced Bilateral Relationship

- CCC brings the Government of Canada's support to the acquisition, from identification of the Canadian supplier to the end of the warranty period

Getting Started With CCC

CCC is looking for capable, innovative Canadian companies.

To begin the conversation, Canadian companies need to meet the following criteria:

- Are you selling or getting ready to sell to foreign governments?
- Do you have at least two years of sales?
- Do you have two years of audited financial statements?

If your company meets these requirements, get Pre-Qualified with CCC – contact us today at info@ccc.ca

Learn more about how CCC works at www.ccc.ca