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Canada

THE EXPORT GUIDE FOR CANADIAN PRINTERS INTERESTED IN THE U.S. MARKET



**THE EXPORT GUIDE FOR CANADIAN PRINTERS
INTERESTED IN THE U.S. MARKET**

Leisure Products Division, Department of Regional Industrial Expansion,
Ottawa, Ontario
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EXPANDING YOUR EXPORT SALES

There is a variety of means Canadian companies can employ in order to increase sales. The main methods include:

- ° obtaining additional business from existing Canadian customers;
- ° taking business away from other Canadian printing companies;
- ° developing totally new Canadian business as a result of innovation;
- ° engaging in substitution activities;
- ° entering or expanding export markets.

The purpose of this publication is to demonstrate that export activity is a valid and accessible method of building sales for Canadian printers.

Here are a few facts which will show why the Government of Canada believes selling in non-Canadian markets can make good business sense for the graphic arts industries of the nation.

- ° In 1986, the Canadian printing industry manufactured about \$4.7 billion worth of product. Approximately \$4.5 billion of this total was consumed domestically by Canadians with the balance constituting export business for the year.
- ° Growth in domestic sales of printed matter has traditionally been slightly ahead of advances in the Gross National Product. Since Canada's economy is expected to expand over the next several years, it is reasonable to anticipate steadily growing domestic sales opportunities for Canadian printers. Large-scale sales increases, however, will demand new markets.
- ° Some opportunities for substitution certainly exist. In 1986, imports of commercial printed products into Canada stood at \$393 million. A percentage of that work could be manufactured in Canada. However, with hard work, it might be possible for Canadian printers to acquire as much as 20 percent of the \$393 million currently being produced by non-Canadian printers. That would mean an extra \$79 million in sales for Canadian printers. Unquestionably, that would be a significant amount of business, but it would still only represent a two-percent sales increase for the Canadian-based industry.
- ° Sales of commercial printing manufactured in the United States in 1986 reached US \$51 billion.

THE ALL-IMPORTANT AMERICAN MARKET

Without a doubt, the United States is the most prolific national consumer of printing in the world. The country's population is large, wealthy and highly literate. It is a natural target market for Canadian-manufactured printing.

Trade statistics indicate that Canadian printers are already well aware of the fact that their major export opportunities are largely rooted in the U.S. In 1986, almost 90 percent of Canadian exports of commercial printed products went there.

All of these statistics lead to a series of inescapable conclusions for the export-oriented Canadian printing companies.

- ° Many Canadian printing companies are currently proving that they have the capacity to market successfully in the United States. A major study undertaken by Alphalink for the Department of Regional Industrial Expansion in 1985 showed that print exporters are located in every part of Canada and encompass firms of all sizes. Using all major production processes, these companies manufacture an extremely broad range of printed products for export.
- ° With total 1986 sales of approximately \$4.7 billion, Canadian commercial printers exported about four percent of their product to the United States.
- ° Significantly, the value of all Canadian exports compared to total U.S. print production was about one percent. Thus far, penetration of the potential American market by Canadian printers has not been consequential.

INDUSTRY EXPORT STRENGTHS AND WEAKNESSES

Any export marketing plan for the Canadian printing industry must include an analysis of strengths and weaknesses. The 1985 survey indicated a great number of tangible strengths which printing firms in this country can use to enter the American market successfully. Among these positive factors are the following:

- ° Studies indicate that Canadian printers tend to concentrate on geographical sections of the United States which are within one day's trucking time of their plants. Nevertheless, many printing firms across the nation export to the most distant parts of the U.S. It has often been said that printers should consider their target market to be any location which can be reached by a direct aeroplane flight.

Naturally, all geographic sectors of the United States are served by a wide range of American printers. However, for Canadian graphic arts firms accustomed to intense competition in their current domestic markets, this should not be a situation with which they cannot deal effectively.

An interesting phenomenon which began in the United States in the mid-1970s was the movement of manufacturing facilities south to the American "Sun Belt", including many American printers. However, for the most part, the consumers of printing did not move south. As a result, a large number of major American printers now have plants further away from their most important markets than Canadian printers.

- ° The dollar differential between Canadian and American currencies must be regarded as a plus for Canada's export-oriented printers.

Research indicates a general consensus among exporting Canadian graphic arts companies that they can enter new American markets even if the dollar goes up to US\$0.85. They have also said that they would be able to remain in these markets if the dollar rose to US\$0.90. However, it seems unlikely that such increases will occur in the foreseeable future.

- ° Tariffs protecting the American printing industry are low, in most cases, five percent or less.
- ° Canadian federal and provincial governments have programs to help printers export consisting of both expertise and advice on the one hand, and monetary support on the other.
- ° The Canadian printing industry is well equipped with skilled crafts people and managers, and good domestic sources of raw material.

It would be misleading, however, not to recognize the weaknesses in the Canadian printing industry's potential export activities.

- ° All printed matter destined for the United States must bear the words, "Printed in Canada". In a great majority of cases, this requirement has not proved a problem, especially in densely populated areas where print buyers are not overly concerned with country of origin. However, in some locations, notably the American Midwest and Northwest, research uncovered real resistance.

In addition, certain types of products displayed particular sensitivity to the words "Printed in Canada". Printed matter used in support of events involving the American heritage falls into this category.

Marking requirements cannot be overcome, except in a few circumstances. However, they have been turned to advantage by some Canadian printers. One graphic arts company ships boxes of printing to the United States which states clearly "Another Quality Product Printed in Canada by ----- Printing Ltd".

Other Canadian printers have found the words "Printed in Canada" a positive selling advantage when used to support products or services with a Canadian connotation. The outdoors, the north, Canada's cultural heritage, among others, are all factors which may be important to American print buyers by adding perceived credibility to their products or services.

- ° It is generally believed by Canadian graphic arts executives that the productivity of the Canadian printing industry is lower than its American competition. Canadian wage rates and raw material costs are often cited as reasons for this disparity. It is not the purpose of this publication to pass judgement on that contention. However, even if it is true, the difference has not been significant enough to keep ambitious Canadian printers out of American markets.

- ° Some regions of Canada find exporting difficult because of trade patterns. Printers not well served by common carriers will experience exporting difficulties.

On balance, there seems to be no doubt that the strengths which Canadian printers can muster for their export drives far outweigh any weaknesses.

In the final analysis, however, it will be individual firms, not the industry, which will be exporting. Therefore, it is essential that every Canadian printing company considering export development conduct its own analysis of strengths and weaknesses. Obviously, attention should be placed on such factors as a company's financial status, its present market niches and their extension to the United States, and its ability to provide service to customers at a distance.

Remember, exporting is not a panacea. Graphic arts companies which have developed strength and have been successful in Canadian markets are probably quite capable of becoming export oriented. Firms which are unable to succeed domestically will almost assuredly not flourish as exporters.

The purpose of the following section of this publication will be to share the experience of a group of Canadian printing companies which have entered the American market successfully.

HELPFUL HINTS

Perhaps the most significant assistance available to Canadian printing firms contemplating export activity is the cumulative experience of their colleagues who are already successfully exporting. Here are the results of a survey of print exporters which was undertaken for the Department of Regional Industrial Expansion in 1985.

The survey involved personal interviews with printing executives in all parts of Canada. Graphic arts companies of every size and with a full range of production facilities were contacted. The products manufactured by the companies in the survey, representing commercial print production in this country, included: labels, tourist literature, brochures, books (both case-bound and paperback), folders, catalogues, directories, financial documents, menus, printed games, tickets, periodicals, posters, airline products and art reproductions.

The importance of this list should not be overlooked. It demonstrates clearly that Canadian graphic arts companies are fully capable of supplying an extremely wide range of products to the satisfaction of American print buyers.

The companies contacted were exporting products to 31 American states:

Alaska	Louisiana	Oklahoma
Arizona	Maryland	Oregon
California	Massachusetts	Pennsylvania
Colorado	Michigan	South Dakota
Connecticut	Minnesota	Tennessee
Florida	Missouri	Texas
Georgia	Montana	Utah
Hawaii	New Hampshire	Vermont
Illinois	New Jersey	Washington
Iowa	New York	
Kansas	North Dakota	

Thus, there is virtually no section of the United States to which Canadian printers are not exporting successfully at the present time. Some of the issues these firms have to address as they build their export sales include:

a) Selling at a Distance

Perhaps the single greatest challenge facing most Canadian printing companies is how they can build up relations with print buyers in the United States which will then result in sales. Hand-in-hand with this problem is the matter of servicing accounts once they have been established.

Naturally, there are some printing companies which have the internal resources to address such issues by establishing sales offices in their major market areas. Quite obviously, however, this approach is beyond the majority of Canadian printers. Such expenditures are simply not cost justifiable.

On the other hand, many smaller and medium-sized companies are marketing successfully in the United States, and here are some of the devices they utilize.

- ° They make as great a use as allowable of federal and provincial government export assistance programs. They have developed good relations with the appropriate public servants, and they know how to complete the required forms properly.
- ° Many companies have learned that trade show participation is one way of quickly qualifying sales leads. They are represented in any shows that prospective buyers of their products will be attending.
- ° A large number of Canadian printing companies are now using print brokers in the United States to undertake the ongoing functions of prospecting for new work and retaining contact with existing American customers.

- ° Bringing prospective buyers and existing customers to Canada has proved a successful approach for some Canadian printing companies in allowing buyers to inspect the printer's production facilities. An important side benefit created is a positive and lasting impression of the community in which the printer's facilities are located.
- ° Effective corporate brochures, letters and telephone calls are all among the methods export-oriented Canadian printers know they have to employ on a continuing basis with their customers in the United States.

If Canadian printers are not prepared to take advantage of every possible opportunity to remain in contact with their actual and potential customers, they will not be successful exporters. All printers who are currently exporting stress that a commitment is required.

b) Buyer Resistance to Canadian Printing

In almost all cases, Canadian printers reported few problems in dealing with American print buyers. The protectionist sentiment, so often described by the media, simply does not appear when the bulk of Canadian printers make sales visits to the U.S. While there is some concern among Americans regarding their trade deficit, Canadian printers seem to have been generally excluded from it by print buyers.

However, some of these buyers reported that they have been placed under pressure by American printers as a result of having their products marked, "Printed in Canada". This point is significant. Where resistance has been encountered it has generally been because the printed matter was marked, not because it was printed in Canada. Most Americans, however, do not react any more adversely to "Printed in Canada" than Canadians react to "Printed in U.S.A.".

As noted previously, there are some exceptions to this general statement that the marking requirements are an insignificant factor to most print buyers. Resistance has been reported in the American Midwest and Northwest, particularly in the states of Illinois, Montana, North Dakota, South Dakota, Washington, Wisconsin and Wyoming. Particular care in the development of successful sales presentations which can address this type of buyer objection is, therefore, suggested in approaching these markets.

In addition, it must be noted that print buyers themselves are not a standard group of business people. In cases where Canadian printers are attempting to develop sales among non-professional print buyers or with junior buyers, problems have been encountered. Many such individuals are concerned about what they perceive as dangers in dealing with printing companies in other countries. Canadian Consulates General in the United States are known to provide assistance to Canadian exporters and this type of support is looked on favourably by American clients.

Stereotyping of any sort can be dangerous. Nevertheless, it seems that most Americans view Canadians as being relatively relaxed and low key. One company that was interviewed used this perception to its decided advantage. As with many Canadian printers beginning to export, this firm had decided to commence its export activities in communities close to it and almost immediately across the border. It soon found that its prime competitors were sales representatives of printing firms located in a major American city. The Canadian printer enjoyed unanticipated good results simply because the buyers in these communities said they liked dealing with low-pressure Canadian sales representatives.

c) Making the Border Disappear

Successful Canadian print exporters are almost unanimous in asserting the most important perception to be eradicated is that there is a border between Canada and the United States. As one printer in western Canada indicated, "Our objective is to make American print buyers feel they are dealing with a neighbourhood printer."

There are several fundamental steps which can be taken by Canadian graphic arts companies to make the border disappear for the buyers. First, and most basic, is not to make any reference to American buyers about potential problems which can exist in shipping printed matter from Canada to the United States. These are the exclusive problems of the Canadian printer, not the American print buyer.

Specifically, here are several ways that Canadian companies address this particular subject.

- ° The price they charge is almost always the landed price in a U.S. city. In other words, such costs as all transportation charges, broker's fees, tariffs and export insurance costs are built into the cost of the job. The customer is not made aware of the fact that these are the extra costs involved in doing business with Canadian printers.
- ° Most Canadian print exporters are committed to using the services of experienced customs brokers. They rely upon these individuals to ensure that shipments into the United States cross the border as a matter of routine, and are not subjected to delay. To have a time-sensitive print order sitting in a warehouse at the border is a sure way to lose a customer.
- ° Prices which Canadian printers charge their American customers are almost invariably in American dollars. A few printers feel it is a marketing advantage to quote in Canadian dollars and then convert to American currency. Generally speaking, however, the philosophy within the Canadian industry is that, by charging in American dollars, the border is again de-emphasized.

d) Are There Financing Problems?

Financing has not been reported as a problem of any magnitude by most Canadian print exporters. They have indicated that their bankers do not normally regard export sales to the United States as being any different from domestic print sales. There were two major reasons advanced for this viewpoint among the printers interviewed. First, in the majority of instances, the percentage of export sales to total sales for any given Canadian company was quite low. Second, the types of customers which most Canadian printers have in the United States are regarded as credit worthy.

Nevertheless, several graphic arts firms in this country have expressed reservations about selling in the United States because they fear they will experience problems with their receivables. As a result, a few of them have required American customers to make full payment in advance or to secure bank guarantees of payment from their customers. In such instances, Canadian printers have most assuredly protected themselves financially. However, they all conceded this has been accomplished at the expense of poor customer relations and lost sales opportunities.

Such measures are not usually necessary. Normal credit checking for new customers is obviously recommended. However, additional demands for protection beyond those required from Canadian customers are usually not needed.

In the event a Canadian printer is truly concerned about protection of receivables, the Export Development Corporation (EDC) offers short-term insurance for printing companies of all sizes doing business in the United States. Some graphic arts firms in this country have already contacted the EDC and purchased insurance of this type. However, the Export Development Corporation operates on the principles of insurance -- it will not insure a risk that is extremely large any more than a general insurance company would insure a building constructed of paper.

e) Making Deliveries

Canadian print exporters have indicated that, for the most part, they experience no problems in making deliveries to the United States. In almost every situation, the delivery vehicles are common carrier trucks. Most print customers are in the northern part of the United States, and 24-hour delivery to them is common. However, some Canadian printers have customers in the southern states but, even in these cases, three-day delivery is still routine.

One situation which can make Canadian printers vulnerable from a delivery viewpoint is when their export products must be transferred from one truck to another somewhere in the delivery chain. Printers faced with such situations must ensure that transfers are carried out professionally and with a minimum of delay. The alternative will be customer dissatisfaction with delayed, damaged or even lost orders.

In situations where speedy delivery is imperative, some Canadian printing companies rely upon air cargo. One way of determining an export market area is to consider direct air service available. If film, artwork, proofs, etc., are being moved between the customer and the printer, this matter of good air links becomes particularly important.

f) Handling Paperwork

Most certainly, there are export documentation requirements for Canadian printers shipping product to the United States. However, most printers indicated that these paperwork requirements are not burdensome and viewed it as another part of their commitment to developing export markets. They simply trained members of their clerical staff to undertake the required documentation.

Those firms which are reluctant to become involved with documentation generally transfer this responsibility to their customs broker.

g) Using a Customs Broker

Only one of the Canadian printers contacted does not make use of a customs broker for export purposes. That particular firm has a traffic manager who is able to handle all issues normally dealt with by brokers. In all other instances, Canadian print exporters rely upon brokers to varying degrees. Here are some of the ways in which they are being used:

- ° to prepare all necessary export documents;
- ° to be on site at the border to ensure that entry is not impeded in any way;
- ° to clear proofs, artwork, positives, negatives, and the like, quickly when they are moving across the border.

h) Becoming Known at the Border

One final hint was brought up by several export-oriented printers. They attempt to restrict the number of their border crossing points and find the best situation is when they use only one port of entry. Difficulties have been reported when a variety of crossing points are used simply because the port officers on both sides are not accustomed to dealing with printed matter, and because they have no knowledge of the Canadian company involved. It makes good sense to become acquainted with officials in your community from Revenue Canada, Customs and Excise, and to ensure your firm is known to the appropriate American customs services at the U.S. port of entry being used.

FEDERAL GOVERNMENT SUPPORT

Whether you have decided to undertake the majority of your export initiatives on your own or to seek the assistance of government is a decision for you to make. However, it should be clearly understood that the federal and provincial governments are interested in assisting you as much as possible.

There are several types of government assistance including professional advice, information services and even monetary help, as follows:

a) Business Opportunities Sourcing System (BOSS)

BOSS is an international sourcing system run by the Department of Regional Industrial Expansion (DRIE) for Canadian manufacturers, processors, service companies and trading houses. It is the data bank established to answer questions from both domestic and foreign buyers interested in Canadian sources of supply. Canada's Trade Commissioner Service as well as DRIE's regional offices refer to BOSS when asked to provide names of potential Canadian suppliers. Therefore, ensuring your company is a part of this data base is fundamental. Completing the BOSS questionnaire can be done in less than 30 minutes by any printer. Simply contact your nearest DRIE office for a copy of that form.

b) Export Insurance

Most Canadian printers have not felt it necessary to purchase export insurance to cover their receivables. However, that decision should be made on a case-by-case basis and, depending on the types of markets you wish to enter, you may find that export insurance is protection you should have.

Insurance is available through the Export Development Corporation (EDC), a federal Crown corporation specializing in this type of coverage. EDC should be contacted for such insurance at the early stages of your export program. Describe your company and your export plans so that EDC can give you an indication of rates. When your order is on the loading dock ready for shipment to your export customer, it is too late to start thinking about insurance.

c) Canada's Trade Commissioners

The Government of Canada maintains trade offices in more than 75 other countries and in 13 cities across the United States. Through these offices, Trade Commissioners cover all regions of the country. Some provincial governments also maintain trade offices in the United States.

A complete list of names and addresses of these offices is included in the final section of this publication.

The Trade Commissioner Service is operated by the federal Department of External Affairs which has published a list of the services provided by the Trade Commissioners.

Once you have identified the market regions in which you are most interested, contact the responsible Trade Commissioner and provide the following information:

- ° a summary of your printing company;
- ° your previous experience as a print exporter;
- ° precise descriptions of the types of printed products you wish to export;
- ° the important selling features of your products;
- ° whether or not you are looking for a broker or agent;
- ° the tentative travel schedule you are contemplating for your first sales visits;
- ° any requests you may have for introductions or appointments with potential buyers, agents or both;
- ° five to 10 copies of your sales brochures, preferably in colour.

With this information in hand, the Trade Commissioner will be able to assist you in determining:

- ° whether your printed product can be imported into your target market;
- ° the degree to which the type of products you wish to export are already supplied by local printers, importers or both;
- ° print buying practices in the marketplace;
- ° the quality of any support services and infrastructure you will need in the market, such as banking, shipping, storage and brokerage facilities;
- ° import policies and any import restrictions which may exist;
- ° how to quote in your target market;
- ° social, cultural, business and market conditions of which you should be aware.

If you decide to follow up with a sales visit to a particular market, contact the Trade Commissioner well in advance. Given sufficient advance notice, the Trade Commissioner can assist in:

- ° arranging your business appointments;
- ° receiving your mail and messages;
- ° identifying sources of legal counsel, banking services.

The 1985 research study indicated that one problem often faced by printers when they begin to explore new foreign markets is that of establishing credibility. There is naturally some reluctance on the part of many print buyers to deal with a company they have never heard of before and from a different country. By working closely with Trade Commissioners, Canadian printers have found they have gained an immediate sense of legitimacy in the eyes of non-Canadian buyers.

d) Guides for Canadian Exporters

The Department of External Affairs (DEA) has produced a series of booklets for various geographical regions of the United States. The series is entitled, A Guide for Canadian Exporters and is available by contacting either DEA or the regional offices of the Department of Regional Industrial Expansion (DRIE) across Canada. Simply contact these offices and tell them what part of the United States you are interested in for export purposes.

e) Program for Export Market Development (PEMD)

PEMD is the vehicle used by the Government of Canada to assist companies interested in developing export markets. The program is offered by Department of External Affairs (DEA) and administered by DEA and DRIE (headquarters and regional offices). The financial assistance provided is repayable if export sales are generated. It should be noted that government assistance programs are all subject to change over time. DRIE's regional offices will be able to provide you with the latest specific details on any aspect of PEMD. Starting April 1, 1987, PEMD assistance will be available for the following industry-initiated activities:

Project Bidding

Graphic arts executives can use financial assistance available under this section to share in the cost of bidding on specific projects anywhere outside Canada. The projects covered typically involve a formal bidding process in competition with non-Canadian firms for the supply of Canadian printing services.

Types of projects in which Canadian printers might find themselves involved in a bidding process would include the development of major periodical contracts, the manufacturing of significant books, the supply

of printing to large scale entertainment or commemorative events, and the procurement needs of foreign governments.

PEMD assistance for specific project bidding may include personal costs of \$100 per day for company employees working full time on the project in Canada and \$150 per day when they are working outside the country. In addition, PEMD will pay 50 percent of the return economy airfare and of special costs associated with the project. Such costs can include, for example, consulting, legal and translation services.

Trade Fairs

Under this section, Canadian companies can participate in trade fairs and industrial exhibits outside Canada. The events that PEMD supports are generally of limited duration rather than ongoing exhibitions.

Selling at trade shows in the United States has become an accepted way of doing business for many Canadian printing companies. They know that their potential market will come to them at the show, instead of their having to prospect over a broad geographical area. Companies contacted for the department survey report outstanding results from shows aimed at such diverse groups as retailers, restaurateurs, tourist operators and sports promoters.

Fifty percent of the return economy airfare is available to two full-time employees. In addition, 50 percent of show-related costs may be reimbursed, including space rental, display development and transportation costs, furniture and equipment rentals, insurance and show literature.

Visits

This is the section of PEMD most used by Canadian graphic arts executives. It is designed to help companies visit new potential markets and assess whether exporting to such markets would be commercially viable as well as to bring potential foreign buyers to Canada or to approved locations in other countries. The foreign buyer must play a major role in influencing purchasing decisions.

Under this section, one hundred percent of the return economy airfare is provided for a maximum of two full-time employees.

One ongoing problem which faces Canadian print executives is that potential foreign buyers are often dubious about doing business with companies in a country they associate with snow, ice and geographical remoteness. A visit to your home community and your plant can pay important dividends. Prospective buyers can see for themselves that Canadian printing companies have state-of-the-art facilities which can be relied upon. In addition, such visits can create a lasting and positive impression in the minds of print buyers who have countless production options available to them.

Applicants with total annual sales greater than \$10 million are not eligible to receive assistance for a visit to and/or from the United States.

Establishment of Export Consortia

The government is especially interested in encouraging export consortia consisting of smaller and medium-sized firms. With financial assistance available under this section, Canadian graphic arts firms can make co-operative arrangements to develop joint export sales by forming permanent export consortia.

There are two ways in which printers can become part of export consortia. First, a group of printing companies themselves may wish to form such an organization. Alternatively, a single graphic arts firm may decide to join a consortium of non-printers.

The department's only stipulation in this regard is that a consortium must have at least three companies, one of which must be a manufacturer ... and printing is definitely a manufacturing process.

Experience shows that attempts to establish consortia consisting exclusively of Canadian printers have not succeeded. The competitive nature of the industry seems to have been the deciding factor. However, where non-competitive but related organizations are able to establish a consortium, the chances for success appear greater. For example, it could make sense for a printer, an advertising agency and a design specialist to join forces formally through a consortium to attack export markets.

PEMD may pay up to 50 percent of the cost of the consortium's operation to a maximum of \$125 000 for up to two years. Eligible expenses include office rental, office equipment rental, a general manager's salary (up to \$75 000 per year), one support staff and legal fees.

Establishment of Permanent Sales Offices Abroad

If Canadian printers decide to undertake sustained marketing efforts in a foreign country other than the United States by establishing on-site facilities, PEMD can be of assistance. This section is designed primarily to help companies which have gained a small export market share at a low level of activity, and which feel opportunities exist through higher level marketing efforts.

Exporters are eligible for assistance up to 50 percent of the cost for two years of establishing and operating foreign sales and marketing facilities to a maximum of \$125 000. Eligible expenses include office rental, office equipment rental, a general manager's salary (up to \$75 000 per year), one support staff and legal fees.

How to Apply

Application forms for PEMD are available at the closest regional office of the Department of Regional Industrial Expansion where experienced staff members are available to answer questions or help with advice on filling in the forms. There is a limit of four project approvals per company per government fiscal year.

At first glance, many printers may find the application forms to be somewhat overwhelming. However, many Canadian graphic arts firms have mastered the forms and are using PEMD assistance to help develop foreign markets. The rewards far outstrip the efforts involved with this particular type of government paperwork.

PROVINCIAL GOVERNMENT SUPPORT

Every province offers export assistance programs to graphic arts companies within its borders. While it is not possible to give all details, a brief review of such programs is included.

For further details, contact your appropriate provincial office. Addresses and telephone numbers are listed in the final section of this publication.

a) Alberta

Administered by the Trade Development Branch of the Ministry of Economic Development, Alberta offers assistance to its firms in several ways:

1. The Trade Development Branch assists companies to expand trade outside Alberta by identifying specific export projects, foreign joint ventures and foreign licensing.
2. The sale of Alberta manufactured goods is promoted through an Alberta presence at trade shows. Companies are informed of such planned participation in various shows.
3. The Marketing Development Assistance Program is designed to provide financial assistance to Alberta firms in the development of markets outside the province, or to strengthen their competitive position in existing market areas. Financial assistance exists to support the following activities:
 - ° out-of-province national and international trade exhibitions and trade fairs;
 - ° incoming buying and outgoing sales missions;
 - ° market analysis;
 - ° other market development and promotional activities.

4. An information retrieval system is maintained providing data on registered companies and their products.

b) British Columbia

In British Columbia, export assistance is provided by the Ministry of Industry and Small Business Development. Major components of the available programs include:

1. Throughout the year, the ministry sponsors and co-ordinates several trade missions to other countries.
2. The Market Development Program is intended to generate sustained expansion in the export of British Columbia manufactured goods by assisting companies to assess potential export market opportunities; to establish appropriate marketing arrangements in markets outside British Columbia; and to make required follow-up calls on new accounts or representatives.
3. The province has an Incoming Buyer Program designed also to generate sustained expansion of the export of British Columbia manufactured goods by assisting firms to attract potential out-of-province buyers by bringing them to the company's plant.
4. British Columbia also provides a Trade Show Program which will assist firms to participate in trade shows outside the province.

c) Manitoba

The Trade Branch of Manitoba's Department of Industry, Trade and Technology offers the following range of services to export-oriented firms:

1. Through the Trade Assistance Program, the branch has a variety of alternatives to participate in trade fairs or trade missions including:
 - ° Trade Fair (Solo) -- participation in recognized domestic and international trade fairs selected by the company;
 - ° Trade Fair (Group) -- group participation in recognized domestic and international fairs selected by the branch;
 - ° Trade Missions (Group) -- visits by incoming buyers and outgoing sales missions are organized by the branch.
2. The Trade Branch provides a full range of export counselling services. They include advice in export market planning and assistance in identifying potential agents, distributors and buyers to meet the individual company's needs. In addition, the branch will provide suggestions as to which federal or provincial programs are best suited

to each firm. The department maintains an extensive business reference library to which all companies have access. Advice is available as well with respect to all types of export procedures such as tariffs, shipping, documentation, financing and so forth.

3. A computerized directory is maintained of Manitoba's manufacturers by the branch.

d) New Brunswick

New Brunswick has a Trade Assistance Program operated by the Trade Services Division of the Department of Commerce and Development. Among assistance offered by the division are:

1. Trade missions take place throughout the year in both domestic and foreign markets. Initiatives for such activities come either from the department or as a result of an expression of interest by industry.
2. The department uses trade shows to promote New Brunswick and carry out promotional activities which will assist in gaining wider market interest and penetration.
3. Incoming buyers missions provide firms in the province with an opportunity to give foreign representatives and purchasers a first-hand view of their plants in operation.
4. A wide range of consultative services are also made available by the department including market information and intelligence, tariff and documentation data, transportation information and trade show information.

e) Newfoundland and Labrador

Through its Market and Product Development (MAPD) Program, the Department of Development and Tourism offers assistance to firms planning to export products outside the province, and also to substitute for goods being imported into Newfoundland and Labrador.

Services of the MAPD program include:

- ° costs for research and development of new products;
- ° promotion of existing products in new markets;
- ° assistance to modify products for competitive reasons;
- ° assistance in labelling and packaging products;
- ° travel assistance to contact potential customers and investigate current production operations;

- ° assistance in preparing proposals;
- ° funds for consultant studies;
- ° trade mission and trade fair funding.

f) Nova Scotia

In Nova Scotia export assistance programs are furnished through the Trade Expansion Program of the Department of Development. Financial assistance available to firms consists of funds to:

- ° attend trade fairs and exhibits;
- ° conduct market identification investigations;
- ° attend market development courses;
- ° host incoming buyers.

The government also offers help through its Product Development Management Program to firms which need such assistance in developing product, packaging and marketing literature to enter and maintain export markets. Specifically, this assistance consists of:

- ° marketplace research to identify product trends and specific product requirements;
- ° design and development of product as identified by marketplace research;
- ° design and development of new packaging;
- ° design and development of new marketing literature directed at export sales.

g) Ontario

The Ontario Ministry of Industry, Trade and Technology makes the following range of services available to companies in this province:

1. Through its Export Consulting Service, the ministry provides export consulting services, market data, export publications and seminars.
2. The ministry organizes trade missions to foreign markets with good potential.
3. Information is made available regarding appropriate international trade fairs and exhibitions.

4. The Ontario government maintains several permanent offices in major American cities as well as in selected European and Pacific locations.
5. An Incoming Buyers Program is designed to bring key agents, distributors and buyers to Ontario.
6. The ministry helps sector-based organizations, such as printers, to establish export consortia.
7. Through its International Marketing Intern Program, the ministry will subsidize the salary of a recent business school graduate to work specifically on a company's export development program.
8. The Export Success Fund provides financial assistance to undertake:
 - ° market research and planning for export;
 - ° on-site market assessment follow-up;
 - ° product modification and package design;
 - ° merchandising and promotion.
9. On a selective basis, the Export Support Loan Program helps Ontario companies finance their export opportunities.

h) Prince Edward Island

Support for the export activities of firms in the province is provided by the Marketing Division of the Prince Edward Island Development Agency. It consists of both financial and technical help.

1. Market research studies identify new or increased sales opportunities in domestic and foreign markets.
2. Information is available on various market areas and products.
3. Assistance is available for the formation of consortia or other marketing organizations to take advantage of market opportunities.
4. Help is provided to develop and evaluate new and improved products.
5. A Sales Assistance Program is designed to help in the identification and exploration of new sales opportunities.
6. The Market Development Centre will secure export contracts and then contract with Prince Edward Island firms to supply the required products.

7. Support is available to prepare and implement both short and long term marketing plans.
8. Assistance is given to firms in the advertising and promotion of their products and companies.
9. Help is provided in preparing displays for, and to attend, product trade shows.

i) Quebec

Le Ministère du Commerce extérieur provides financial assistance to Quebec firms as follows:

- ° participation in trade fairs outside Quebec;
- ° organizations of different types of group and individual export missions;
- ° invitations for potential buyers of a company's products to come to Quebec;
- ° contribution to the development and implementation of a company's export marketing plan, including the establishment of offices outside Quebec;
- ° identification of industrial agreement with other countries;
- ° establishment of export consortia;

Le Ministère du Commerce extérieur maintains offices in a number of American cities as well as in Europe, Latin America and Japan.

An informational data bank of exports is maintained.

La Société de développement industriel du Québec also provides assistance to export-oriented firms in the province to:

- ° create consortia;
- ° identify and establish new markets;
- ° finance exports.

j) Saskatchewan

Saskatchewan's Department of Economic Development and Trade has an Aid to Trade Program which provides firms with these services:

1. The Aid to Trade Program helps develop market research using professional market research agencies to define target markets, determine product acceptance and develop market strategies.
2. Financial assistance is available for the company's advertising placement as well as for the cost of the development of advertising literature.
3. The program provides assistance for participation in trade fairs and international exhibitions as well as in trade missions.
4. The program assists in sharing in the costs of incoming buyers.
5. Assistance is provided for the transportation or demonstration of products to potential buyers.

LAUNCHING YOUR EXPORT DRIVE

The purpose of this publication has been to explain the theory and practice of exporting printer matter, primarily to the United States. Hopefully, it has been able to demystify the process and you are now convinced that exporting makes good economic sense for your printing company. Significant opportunities exist in export markets and many of your industry colleagues are taking advantage of them. Federal and provincial governments stand ready to assist you.

In the final analysis, however, the decision to export is yours and yours alone. While an impressive array of resources can be mustered on your behalf, the key ingredient to success will be an individual commitment to become a successful print exporter. Canadian printers know what is required to compete in domestic markets. With that degree of understanding, they can compete equally well in export environments.

The final section of this publication contains useful contacts which you can use in building export sales. They are there to help you help yourself.

GOOD LUCK!

USEFUL CONTACTS

a) Trade Commissioners

1. Canadian Consulate General
400 South Omni International
Atlanta, Georgia 30303
Telephone: (404) 577-6810
Telex: 00542676 (DOMCAN ATL)
Territory: Alabama, Florida, Georgia, Mississippi, North Carolina,
South Carolina, Tennessee, Puerto Rico, Virginia,
U.S. Virgin Islands.
2. Canadian Consulate General
Three Copley Place, Suite 400
Boston, Massachusetts 02116
Telephone: (617) 262-3760
Telex: 94-0625 (DOMCAN BSN)
Territory: Maine, Massachusetts, New Hampshire, Rhode Island,
Vermont.
3. Canadian Consulate
One Marine Midland Centre
Suite 3550
Buffalo, New York 14203-2884
Telephone: (716) 852-1247
Telex: 0091329 (DOMCAN BUF)
Territory: Western, Central and Upstate New York.
4. Canadian Consulate General
310 South Michigan Avenue, 12th Floor
Chicago, Illinois 60604-4295
Cable: DOMCAN CHICAGO
Telephone: (312) 427-1031
Telex: 00254171 (DOMCAN CGO)
Territory: Illinois, Missouri, Wisconsin, Quad-City region of Iowa.
5. Canadian Consulate
Illuminating Building, Suite 1008
55 Public Square
Cleveland, Ohio 44113-1983
Cable: CANADIAN CLEVELAND
Telephone: (216) 771-0150
Telex: 00985364 (DOMCAN CLV)
Territory: Kentucky, Ohio, West Virginia, Western Pennsylvania.

6. Canadian Consulate General
St. Paul Place, Suite 1700
750 North St. Paul Street
Dallas, Texas 75201-9990
Cable: CANADIAN DALLAS
Telephone: (214) 922-9806
Telex: 00732637 (DOMCAN DAL)
Territory: Texas, Arkansas, Kansas, Louisiana, New Mexico,
Oklahoma.
7. Canadian Consulate General
1920 First Federal Building
1001 Woodward Avenue
Detroit, Michigan 48226-1966
Cable: CANADIAN DETROIT
Telephone: (313) 965-2811
Telex: 23-0715 (DOMCAN DET)
Territory: City of Toledo, Michigan, Indiana.
8. Canadian Consulate General
510 West Sixth Street
Los Angeles, California 90014-1377
Telephone: (213) 687-7432
Telex: 00674119 (DOMCAN LSA)
Territory: Arizona, California (10 southern counties) Clark County
in Nevada.
9. Canadian Consulate General
15 South Fifth Street
Minneapolis, Minnesota 55402-1078
Telephone: (612) 333-4641
Telex: 29-0229 (DOMCAN MPS)
Territory: Iowa, Nebraska, Minnesota, North Dakota, South Dakota,
Montana.
10. Canadian Consulate General
1251 Avenue of the Americas
New York, N.Y. 10020-1175
Cable: CATRACOM NEW YORK CITY
Telephone: (212) 586-2400
Telex: 00126242 (DOMCAN NYK)
Territory: Connecticut, Delaware, Maryland, New Jersey,
southern New York, eastern Pennsylvania, District of
Columbia, Bermuda.

11. Canadian Consulate General
One Maritime Plaza, Suite 1100
Alcoa Building
Golden Gateway Centre
San Francisco, California 94111-3468
Telephone: (415) 981-2670
Telex: 0034321 (DOMCAN SFO)
Territory: California (except 10 southern counties), Colorado,
Hawaii, Nevada (except Clark County), Utah, Wyoming.

12. Canadian Consulate General
412 Plaza 600
Sixth and Stewart
Seattle, Washington 98101-1286
Telephone: (206) 443-1777
Telex: 032-8762 (DOMCAN SEA)
Territory: Alaska, Idaho, Oregon, Washington.

13. Canadian Embassy
1746 Massachusetts Avenue, Northwest
Washington, D.C. 20036-1985
Cable: CANADIAN WASHINGTON
Telephone: (202) 785-1400
Telex: 0089664 (DOMCAN A WSH)
Responsibility: Trade promotion with U.S. government, civil and
defence agencies. All other trade promotion
inquiries relating to the Washington, D.C., area
should be addressed to the Consulate General in
New York (#10 above).

b) Provincial Offices

i) Ontario

The Government of Ontario maintains offices in Atlanta, Boston, Chicago, Dallas, Los Angeles, New York, Philadelphia and San Francisco. To contact them, write the Ministry of Industry, Trade and Technology for details:

Ministry of Industry, Trade and Technology
Hearst Block
Queen's Park
Toronto, Ontario
M7A 2E1
Telephone: (416) 963-2500

- 11) The Government of Quebec maintains offices in Atlanta, Boston, Chicago, Dallas, Los Angeles and New York. To contact them, write to Le Ministère du Commerce extérieur for details:

Le Ministère du Commerce extérieur
Direction générale de l'expansion des marchés
770 ouest, rue Sherbrooke
Montréal (Québec)
H3A 1G1
Telephone: (514) 873-5273

c) Regional Offices: Department of Regional Industrial Expansion

1. Alberta
Cornerpoint Building, Suite 505
10179 - 105th Street
Edmonton, Alberta
T5J 3S3
Telephone: (403) 420-2944
2. British Columbia
P.O. Box 49178
Bentall Postal Station
Bentall Tower IV, Suite 1101
1055 Dunsmuir Street
Vancouver, British Columbia
V7X 1K8
Telephone: (604) 666-0434
3. Manitoba
330 Portage Avenue
Room 608
P.O. Box 981
Winnipeg, Manitoba
R3C 2V2
Telephone: (204) 949-4090
4. New Brunswick
770 Main Street
P.O. Box 1210
Moncton, New Brunswick
E1C 8P9
Telephone: (506) 857-6400

5. Newfoundland and Labrador
Parsons Building
90 O'Leary Avenue
P.O. Box 8950
St. John's, Newfoundland
A1B 3R9
Telephone: (709) 772-4884
6. Northwest Territories
Precambrian Building
P.O. Bag 6100
Yellowknife, Northwest Territories
X1A 1C0
Telephone: (403) 920-8571
7. Nova Scotia
1496 Lower Water Street
P.O. Box 940, Station M
Halifax, Nova Scotia
B3J 2V9
Telephone: (902) 426-2018
8. Ontario
1 First Canadian Place
Suite 4840
P.O. Box 98
Toronto, Ontario
M5X 1B1
Telephone: (416) 365-3737
9. Prince Edward Island
Confederation Court Mall, Suite 400
134 Kent Street
P.O. Box 1115
Charlottetown, Prince Edward Island
C1A 7M8
Telephone: (902) 566-7400
10. Quebec
Tour de la Bourse
Suite 3800
800 Place Victoria
P.O. Box 247
Montreal, Quebec
H4Z 1E8
Telephone: (514) 283-8185

11. Saskatchewan
105-21st Street East
6th Floor
Saskatoon, Saskatchewan
S7K 0B3
Telephone: (306) 975-4400

12. Yukon
108 Lambert Street
Suite 301
Whitehorse, Yukon
Y1A 1Z2
Telephone: (403) 668-4655

d) Headquarters: Department of Regional Industrial Expansion

Leisure Products Division
Department of Regional Industrial Expansion
235 Queen Street
Ottawa, Ontario
K1A 0H5
Telephone: (613) 954-3100

e) Headquarters: Department of External Affairs

United States Trade and Investment Development Bureau
Department of External Affairs
125 Sussex Drive
Ottawa, Ontario
K1A 0A6
Telephone: (613) 993-5725

f) Provincial Departments of Trade

1. Trade Development Branch
Department of Economic Development
11th Floor, Sterling Place
9940 - 106th Street
Edmonton, Alberta
T5K 2P6
Telephone: (403) 427-4809

2. Ministry of Industry and Small Business Development
800 Hornby Street
Vancouver, British Columbia
V6Z 2C5
Telephone: (604) 689-4411

3. Trade Branch
Department of Industry, Trade and Technology
5th Floor
155 Carlton Street
Winnipeg, Manitoba
R3C 3H8
Telephone: (204) 945-2466
4. Trade Services Division
Department of Commerce and Development
P.O. Box 6000
Fredericton, New Brunswick
E3B 5H1
Telephone: (506) 453-2875
5. Department of Development and Tourism
P.O. Box 4750
St. John's, Newfoundland
A1C 5T7
Telephone: (709) 737-2781
6. Department of Development
5151 George Street
P.O. Box 519
Halifax, Nova Scotia
B3J 2R7
Telephone: (902) 424-5690
7. International Marketing Branch
Ministry of Industry, Trade and Technology
5th Floor, Hearst Block
900 Bay Street
Toronto, Ontario
M7A 2E1
Telephone: (416) 963-2500
8. Prince Edward Island Development Agency
West Royalty Industrial Park
Charlottetown, Prince Edward Island
C1E 1B0
Telephone: (902) 566-4222

9. Direction générale de l'expansion des marchés
Ministère du Commerce extérieur
770 ouest, rue Sherbrooke
Montréal (Québec)
H3A 1G1
Telephone: (514) 873-5273

10. Aid to Trade
Department of Economic Development and Trade
2103 - 11th Avenue
Regina, Saskatchewan
S4P 3V7
Telephone: (306) 565-2232

g) Other Important Trade Contacts

1. Canadian Association of Customs Brokers
46 Elgin Street, Suite 18
Ottawa, Ontario
K1P 5K6
Telephone: (613) 238-3394

2. Canadian Export Association
99 Bank Street, Suite 250
Ottawa, Ontario
K1P 6B9
Telephone: (613) 238-8888

3. Canadian Printing Industries Association
75 Albert Street, Suite 906
Ottawa, Ontario
K1P 5E7
Telephone: (613) 236-7208

4. Printing Brokerage Association
1700 North Moore Street, Suite 714
Arlington, Virginia 22209
Telephone: (703) 243-3666

5. Association des Arts Graphiques du Québec (1983) Inc.
480 est, avenue du Mont-Royal, Bureau 24
Montréal (Québec)
H2J 1W4
Telephone: (514) 842-2751

INDUSTRY CANADA/INDUSTRIE CANADA



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