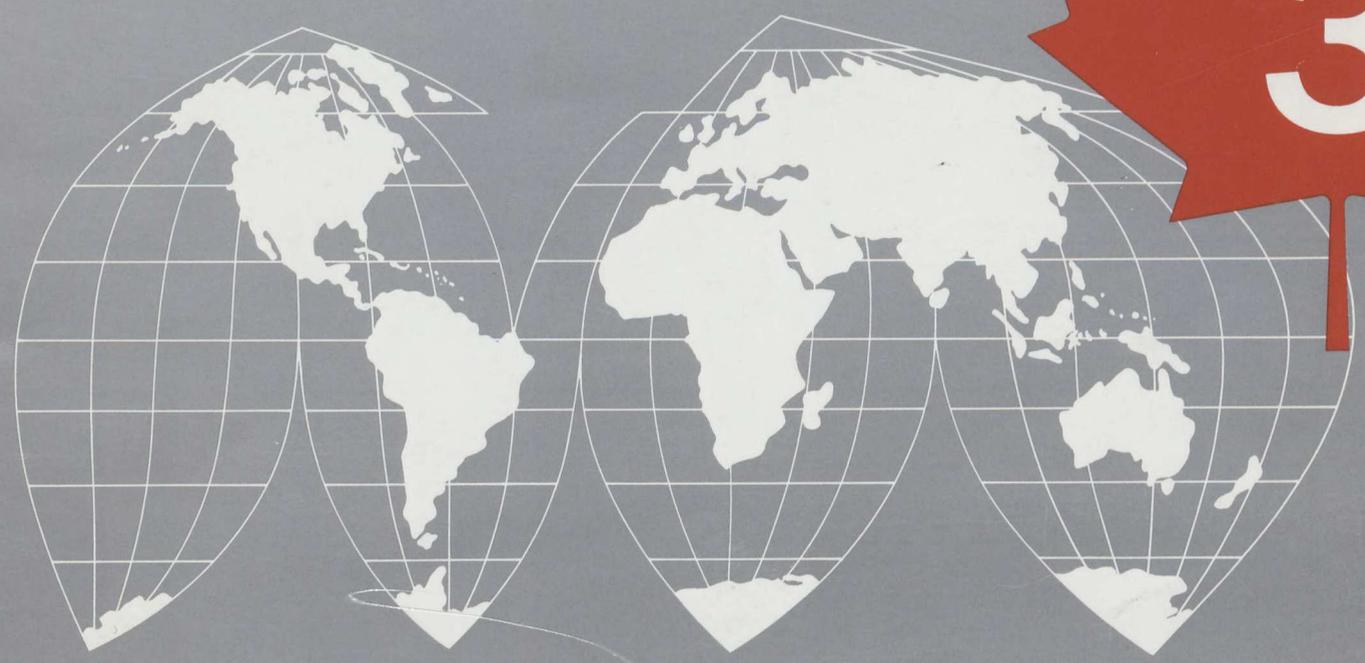


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# SO YOU WANT TO EXPORT. . . YOUR REFERENCE SOURCES



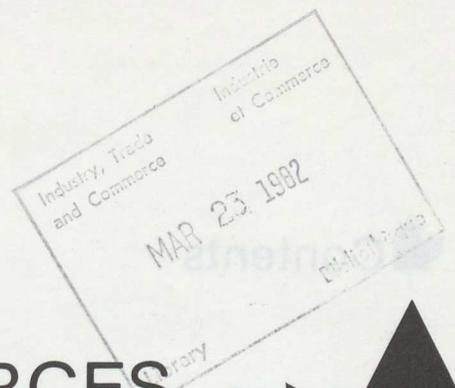
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Industry, Trade  
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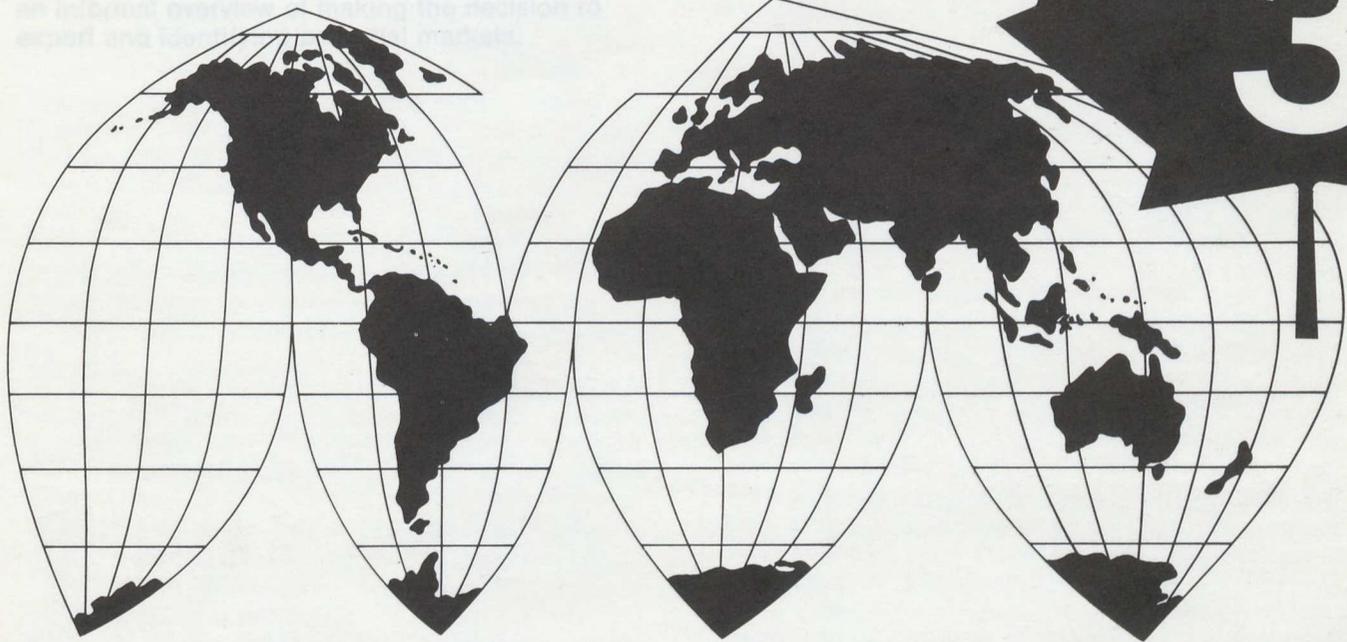


Purpose of This Booklet

SO YOU WANT TO EXPORT. . .

# YOUR REFERENCE SOURCES

Canadian firms enter new markets abroad. . .  
You Want to Export . . . Your Reference Sources  
contains a listing of useful information sources  
on overseas markets and a brief glossary of terms  
used in marketing. The first booklet So You Want  
to Export . . . Making a Market Survey provides  
an in-depth overview of the decision to  
export and the steps to follow.





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## Purpose of This Booklet

This is the third in a series of three booklets containing information and tips that can help Canadian firms enter new markets abroad. *So You Want to Export. . . Your Reference Sources* contains a listing of useful information sources on overseas markets and a brief glossary of terms used in exporting. The first booklet *So You Want to Export. . . Making a Market Survey* provides an informal overview of making the decision to export and identifying potential markets.

*So You Want to Export. . . Tips for Your Trip*, the second in the series, discussed some of the do's and don'ts when journeying overseas on sales visits or exhibiting at an international trade fair.

## 2 Reference Sources

### The Jargon of Exporting

**C.I.F. (Cost, Insurance, Freight)** — the exporter pays the cost of the goods, cargo insurance, and all transportation charges to the named point of destination.

**Canadian and Foreign Port Charges** — charges for unloading or storing goods and for dock space before loading on a ship.

**Certificate of Origin** — a certification of the country where the product was made.

**Commercial Invoice** — prepared by the exporter or the forwarder. It is needed by the buyer to show ownership and arrange for payment to the exporter.

**Consular Invoice** — may be required by certain foreign governments to have tighter control over their imports. A consular invoice requires approval of that country's consulate in Canada, and frequently involves a fee.

**Customs Documentation Charges** — special documents required by some countries to identify the origin and/or value of the shipment.

**Customs Invoice** — prepared by exporter or forwarder, this is a copy of the seller's commercial invoice, describing the goods bought. Customs invoices are used for import clearances, and occasionally vary from commercial invoices.

**Dock and Warehouse Receipt** — domestic Bill of Lading needed for contracting with trucking firm or railroad, to ship goods from the exporter's loading dock to the port.

**Export Declaration** — prepared by exporter or freight forwarder for shipments valued in excess of a specified amount.

**Export Licence** — may be required for some export shipments, for example, strategic goods.

**Export Management Company (EMC)** — an independent firm which acts as the exclusive sales department for non-competing manufacturers. There is usually a formal agreement to manage the manufacturer's exports. Some act as an agent for the manufacturer and in such cases are paid a commission on the export sales. Others operate on a "buy-sell" basis, that is, EMCs buy from their manufacturers at a set price, and resell to foreign customers.

**Ex-factory** — the price of goods at the exporter's loading dock, i.e., the buyer owns the goods at that point and bears all the risks and cost for subsequent delivery.

**Ex-works Price** — this price normally includes export credit insurance, financing charges, and the profit margin. It excludes any costs which relate specifically to the home sales operation.

**F.A.S. (Free Along Side)** — the price of goods to delivery on the docks during loading. The buyer becomes responsible for the goods once they are on the docks alongside the ship.

**F.O.B. (Free on Board)** — the prices of goods on board the specified vessel at the specified port of shipment. If you have quoted F.O.B. prices, you are responsible for the shipment until it is loaded on board. This could cause problems in the event of a dock strike.

**Financing Charges** — bank fees and interest charges for handling payments, or for financing shipments.

**Freight Forwarder Charges** — charges for the use of internal freight forwarders.

**Import Tariffs** — foreign government taxes levied on exports.

**Insurance Certificate** — prepared by the exporter and his forwarder to indicate insurance of the goods against loss or damage.

**Insurance Costs** — cargo insurance to cover the risks of shipping.

**Letters of Credit (L/C)** — an arrangement whereby an importer arranges with his bank to transfer the amount of the transaction to a Canadian bank for payment to the Canadian exporter. This amount is available to the exporter provided the requirements of the letter of credit are met. When the exporter presents his invoices and shipping documents to the bank, he receives immediate payment.

**Ocean (or Airway) Bill of Lading** — prepared by the carrier or freight forwarder as a contract between the owner of the goods and the carrier. It is needed by the buyer in order to take possession of the goods.

**Packing Lists** — prepared by the exporter to show the quantity and type of merchandise shipped.

## Organizations of Interest

### **Federal Government Programs**

The Department of Industry, Trade and Commerce has developed a variety of incentive programs for Canadian exporters. Call Zenith 0-3200 or (613) 995-5771 (reverse charges) for more information. These include:

#### **Program for Export Market Development**

**(PEMD)** — provides incentive for Canadian firms to enter or expand foreign markets by sharing the financial risk of entering new markets overseas. The program has seven different sections, each of which is designed to meet a particular export marketing need.

- Section A — Specific Project Bidding
- Section B — Market Identification
- Section C — Participation in Trade Fairs
- Section D — Incoming Foreign Buyers
- Section E — Export Consortia Assistance
- Section F — Sustained Export Market Development
- PEMD FOOD — Development of Markets for Agriculture, Fisheries and Food Products

Further information on these programs may be obtained by writing to the nearest ITC Regional Office (See list at back of booklet).

**Promotional Projects Program (PPP)** — promotes the sales of Canadian goods and services abroad through a number of sponsored projects including:

- Trade Fairs Abroad
- Trade Missions (Incoming and Outgoing)
- Incoming Trade Delegates and Buyers

Further information may be obtained from the nearest ITC Regional Office or the appropriate international bureau (listed below).

**Industry Sector Branches** — serve as a liaison between industry and government. Their function is to assist Canadian industries in matters relating to technology, research and development, financing, marketing and management. The branches cover the major industry sectors and work closely with the Trade Commissioner Service and the International Bureaux to help Canadian firms develop and expand their overseas markets. Additional information is available from the Department.

**International Bureaus** — provide market information on foreign countries on trade related matters. The bureaus are responsible for facilitating trade and developing export marketing strategies for their area. At present, there are four International Bureaus:

Bureau of European Affairs  
Tel: (613) 992-4815

Bureau of Pacific, Asian, African  
and Middle Eastern Affairs  
Tel: (613) 995-2888

Bureau of Latin American  
and Caribbean Affairs  
Tel: (613) 996-5533

United States Market Development Bureau  
Tel: (613) 593-5467

**Business Information Centres** — provide information on all federal and provincial government programs and services designed to assist Canadian business. There are ten Business Information Centres across Canada, one for each region of the country. The Business Information Centres have a toll-free number — Zenith -03200, which automatically connects your call to the Centre nearest you.

**COSTPRO** — The Canadian Organization for the Simplification of Trade Procedures has developed a manual alignment technology that aligns data on documents used in shipments to the United States and overseas. It has also developed an electronic alignment technology. Further details can be obtained by contacting:

COSTPRO  
151 Sparks Street  
Ottawa, Ontario  
K1P 5E3  
Tel: (613) 995-2814

Other Federal agencies that offer programs or services for the exporter include:

**Canadian Commercial Corporation** — The Canadian Commercial Corporation responds to requests from foreign governments and international agencies seeking Canadian goods and services and capital projects. For information concerning capital projects contact:

Canadian Commercial Corporation  
112 Kent Street  
Tower B, Place de Ville  
Ottawa, Ontario  
K1A 1E9  
Tel: (613) 996-0034

For information on traditional sales of equipment and services, contact:

Director General and Vice-President  
Canadian Commercial Corporation  
Export Supply Centre  
Place du Portage — Phase III  
Hull, Quebec  
K1A 0S5  
Tel: (819) 997-5714

**Canadian Government Expositions Centre** — of the Department of Supply and Services offers a wide range of assistance on all aspects of exhibiting. For more information, contact:

Canadian Government Expositions Centre  
440 Coventry Road  
Ottawa, Ontario  
K1A 0T1  
Tel: (613) 993-2962

**Export Development Corporation** — provides the major form of export financing through credit and investment insurance services, long-term loans, and guarantees. For more information, contact:

Export Development Corporation  
P.O. Box 655  
Ottawa, Ontario  
K1P 5T9  
Tel: (613) 237-2570

**Canadian International Development Agency (CIDA)** — administers Canada's development co-operation programs around the world. These projects are primarily implemented by the private sector through consultants, contractors, suppliers and manufacturers. For more information, write:

Canadian International Development Agency  
(CIDA)  
Place du Centre  
200 Promenade du Portage  
Hull, Quebec  
Tel: (819) 997-5456

**Statistics Canada** — prepares and publishes a variety of statistical data on the export and import picture in Canada. It will also prepare special tabulations of unpublished data to meet specific needs of users. The Statistics Canada library has a comprehensive collection of foreign trade reports and other trade information published by sources overseas. Further information on the services provided can be obtained from:

Statistics Canada  
Information Section, External Trade Division  
R.H. Coats Building  
Tunney's Pasture  
Ottawa, Ontario  
K1A 0T6  
Tel: (613) 593-7276

As well, there are other organizations that offer services and expertise in the area of exporting. These include:

- Canadian Export Association
- Boards of Trade in major cities
- Canadian Bankers' Association
- Canadian Manufacturers' Association
- Dun and Bradstreet
- Trade Associations
- Local Chambers of Commerce
- Canadian Chartered Banks
- Airlines and Shipping Companies

**Provincial Government Programs** — All provincial governments have trade promotion programs. Some have trade centres in the United States, Europe, and Asia. Their help to the exporter ranges from loans and insurance programs to incentive programs for participating in overseas trade fairs.

## Additional Sources of Information

*Area Handbook*, published by the American University in Washington, D.C. A series of briefing handbooks containing socio-economic, historical, cultural and political data. Most countries are covered in the series.

*Canadian Trade Index*, The Canadian Manufacturers' Association, One Yonge Street, Toronto, Ontario, M5E 1J9, gives a complete listing of Canadian manufacturers and their products, including an identification of those interested in exporting.

*Chase World Guide for Exporters, Export Credit Reports*, Chase World Information Corporation, One World Trade Centre, Suite 4533, New York, NY 10048. This guide covers 180 countries and contains such information as foreign import and exchange regulations. The report gives the credit terms granted for shipments by industry groups as a whole.

*Development Forum/Business Edition* and *World Bank Monthly Operational Summary*, United Nations, Palais des Nations CH-1211, Geneva 10, Switzerland, published twice-monthly, provides advance project information from all the major multilateral institutions.

*Exports by Commodities*, Catalogue 65-004, Statistics Canada, Publications Distribution, Ottawa, K1A 0T6. Published monthly, *Exports by Commodities* provides the Canadian exporter with trade statistics classified by commodity and export market.

*Exporters' Encyclopaedia*, Dun & Bradstreet, 84 Carlton Street, Toronto, Ontario M5B 1L6, contains information on shipments to all countries from the United States.

*Exporting*, Centre of International Business Studies, Dalhousie University, Halifax, N.S. B3H 4H8, gives general export information useful for the new exporter.

*Foreign Economic Trends*, available by subscription from the Superintendent of Documents, Washington, DC 20402, provides economic data for all countries. It is updated every six months.

*Foreign Trade Statistics and Study of Trends in World Supply and Demand of Major Agricultural Commodities*, both published by the OECD.

*Index to Foreign Market Reports*, National Technical Information Service, P.O. Box 1553, Springfield, VA 22161, a monthly index classifying foreign market information by SIC code and country/region.

*International Trade Reporter*, Richard De Boo Ltd., 70 Richmond Street East, Toronto, Ontario, M5C 2M8. Country-by-country shipping information with weekly loose-leaf updating.

*Market Share Reports Catalogue* (PB294300), published by the Office of International Economic Research, U.S. Department of Commerce, Washington, DC 20230. The catalogue, which is free, lists all the reports available in the *Commodity Series* (PB286200) and the *Country Series* (PB286200).

*Overseas Business Reports*, Superintendent of Documents, Washington, DC 20402, gives updated business and economic information for any country in the world.

*Shipping Documents and Customs Regulations*, Department of Industry, Trade and Commerce, Ottawa, leaflets on such topics as customs documents, consular legislation, special certificates and permits and bills of lading among others.

*Trade Directories of the World*, Croner Publications, 211-05 Jamaica Avenue, Queen's Village, NY 11428, contains listing of all directories. It is updated with a monthly loose-leaf service.

*Understanding Export*, The Canadian Manufacturers' Association, One Yonge Street, Toronto, Ontario, M5E 1J9, is a guide for the Canadian exporter that includes such topics as pricing for export markets, foreign representation, transportation, marine insurance and export documentation.

*World Trade News*, The Canadian Manufacturers' Association, One Yonge Street, Toronto, Ontario, M5E 1J9, a newsletter giving tariff and trade information, documentation and shipping requirements, export, joint venture and licensing opportunities, trade fairs and exhibitions and other information.

## Regional Offices

If you have not previously marketed abroad, contact any regional office of the Department of Industry, Trade and Commerce at the addresses listed below.

### **Newfoundland**

215 Water Street  
St. John's, Newfoundland  
A1C 6C9  
Tel: (709) 737-5511  
Telex: 016-4749

### **Nova Scotia**

Suite 1124, Duke Tower  
5251 Duke Street, Scotia Square  
Halifax, Nova Scotia  
B3J 1P3  
Tel: (902) 426-7540  
Telex: 019-21829

### **New Brunswick**

Suite 642  
440 King Street  
Fredericton, New Brunswick  
E3B 5H8  
Tel: (506) 452-3190  
Telex: 014-46140

### **Prince Edward Island**

P.O. Box 2289  
Dominion Building  
97 Queen Street  
Charlottetown, Prince Edward Island  
C1A 8C1  
Tel: (902) 892-1211  
Telex: 014-44129

### **Quebec**

C.P. 1270, Succursale B  
Pièce 512  
685, rue Cathcart  
Montréal (Québec)  
H3B 3K9  
Tel: (514) 283-6254  
Telex: 055-60768

Pièce 620, 2 Place Québec  
Québec (Québec)  
G1R 2B5  
Tel: (418) 694-4726  
Telex: 051-3312

### **Ontario**

P.O. Box 98, Suite 4840  
No. 1, First Canadian Place  
Toronto, Ontario  
M5X 1B1  
Tel: (416) 369-4951  
Telex: 065-24378

### **Manitoba**

507 Manulife House  
386 Broadway Avenue  
Winnipeg, Manitoba  
R3C 3R6  
Tel: (204) 949-2381  
Telex: 075-7624

### **Saskatchewan**

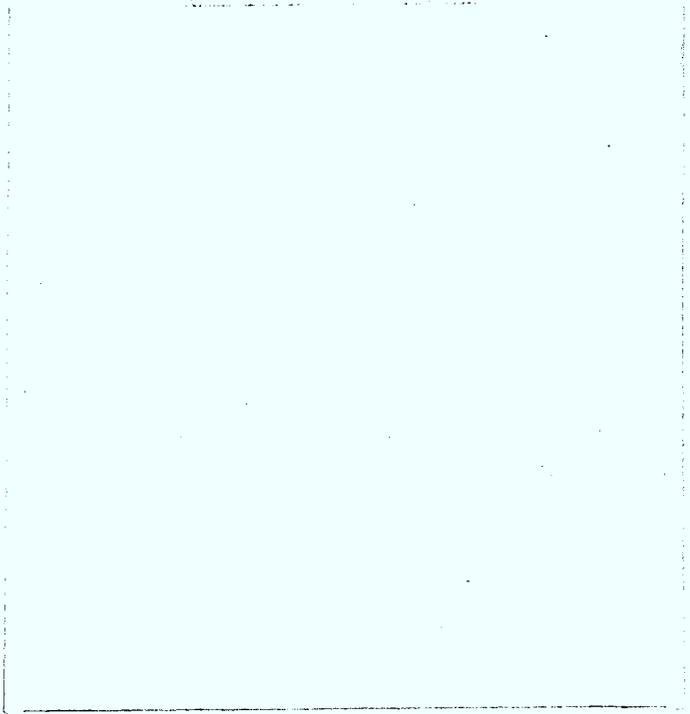
Room 980  
2002 Victoria Avenue  
Regina, Saskatchewan  
S4P 0R7  
Tel: (306) 359-5020  
Telex: 071-2745

### **Alberta/Northwest Territories**

500 Macdonald Place  
9939 Jasper Avenue  
Edmonton, Alberta  
T5J 2W8  
Tel: (403) 420-2944  
Telex: 037-2762

### **British Columbia/Yukon**

P.O. Box 49178  
Suite 2743  
Bentall Centre, Tower III  
595 Burrard Street  
Vancouver, British Columbia  
V7X 1K8  
Tel: (604) 666-1434  
Telex: 04-51191



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