

EXPORT TIPS: CANADA

1) Do you know about Incoterms 2000?

Familiarize yourself with Incoterms 2000 as they are the internationally accepted commercial terms that define the respective roles of the buyer and seller in the arrangement of transportation, responsibilities and shift of ownership. An exporter can greatly benefit from such knowledge and strengthen their development strategies for market entry and distribution. To learn more, visit: www.incoterms.org.

2) Is your intellectual property (IP) protected?

Whether you have a patent, trade-mark, copyright, industrial design, integrated circuit topographies or plant breeder's rights, you need to know what is protected, where it is protected and for how long. In Canada, most IP is only protected nationally and the term can span from 10 to 20 years. It would be wise to contact the Intellectual Property Office for each country you plan to export to and begin the process of protecting your IP prior to entry. To learn more, check out: www.cipo.gc.ca or call (819) 997-1936.

3) Having trouble accepting payments?

Depending on your business, PayPal's Website Payment Pro may be a cost effective payment option to consider. It can be difficult for many businesses to provide their customers with every payment option due to the cost and fees associated with each - especially internationally. However, PayPal can process payments by debit card, Master Card, Visa, American Express, Discover, e-checks and bank transfers for a monthly fee of \$30 USD plus a transaction fee of 2.2% to 2.9% + .30 USD. With over 100 million accounts, in 103 countries, 16 currencies are accepted. To learn more, see: www.paypal.com or call 1-866-445-3168.

4) Do you know the payment risk in the market for which you plan to export?

Payment risk should always be a concern when exporting to new markets. If you would like to gain general country information as well as information about payments risk, Export Development Canada (EDC) publishes an excellent report titled "Global Export Forecast". At the end of the report, the world is broken into regions and ranked by short, medium, and long-term payment risk, as shown in the example to the right. For more information, visit: <http://www.edc.ca>.

