

EXPORT TIPS: EXPORTING FROM EUROPE

1) Are you shipping goods from Europe?

If so, it's important to be aware of the rules and regulations by which you must abide in order for your products to arrive without delay. Looking up the logical requirements at your local port is important – but equally important is researching the requirements for the country in which your products or services are scheduled to be delivered. For more information, check out <http://www.espo.be/Home.aspx> for Europe or <http://www.shipping-worldwide.com/shipping-resources.htm> for international shipping information.

2) Export market business etiquette – why is this important?

Exporting to other European countries means you most likely do not encounter drastically different cultures and ways of doing business. When exporting internationally, the risk of cultural blunders increases, making it all the more crucial to do your homework on your intended export market's culture – particularly if the export market is in an entirely different region of the world. Check out Executive Planet Inc. for tips on doing business with other cultures: www.executiveplanet.com.

3) Interested in exporting from Europe but not sure know where to start?

Don't worry – Kisserup is here to help. The best place to start is by selecting the foreign market you intend to enter - best accomplished through market research and feasibility studies. Be sure to find out whether your home country and export market have any existing Free Trade Agreements or any type of agreement that could facilitate (or hinder) the export process. Where do you find this information? Start by checking your home country's chamber of commerce website for trade agreement information or the export country's governmental websites, such as Canada's Foreign Affairs and International Trade at: <http://www.international.gc.ca/trade-agreements-accords-commerciaux/agr-acc/eu-ue/index.aspx>.

4) Are you unclear about the global trade rules for Europe?

Organizations such as the European Commission offers a wealth of information related to global trade rules and regulations – particularly for European exporters. Do you need information on dispute settlement, trade barrier regulations, anti-dumping or general safeguarding information? Look no further: http://ec.europa.eu/trade/issues/bilateral/index_en.htm provides this type of information – and more.