

Guide to Online Export Resources



The first
steps to
success



GUIDE TO ONLINE EXPORT RESOURCES

Helping you to succeed in the global marketplace

The opportunities for Ontario companies in the export market are immense. The dismantling of trade barriers means that small and large companies are better able to participate in the global marketplace. Ontario exporters are demonstrating that innovation, creativity and focused marketing are giving their products a competitive edge. It's no wonder Ontario accounts for more than half of Canada's exports.

Exporting requires detailed thinking, careful planning and getting the right information at the right time. Knowing where to look for information on the unique opportunities and challenges of foreign markets is the first step to export success. The Guide to Online Export Service Resources is designed to help you do just that, outlining sources of information on a wide variety of export-related topics.

We at the Ministry of Economic Development and Trade's International Trade Branch are here to help you. We can assist you in analyzing some of the key issues you need to consider. We can offer practical advice, whether your firm is new to exporting, or experienced and wishing to expand its export programs.

We hope that you will find this guide helpful and relevant to your needs.

Disclaimer

The information contained in this publication is provided as a public service, and should not be deemed as professional or legal advice. Every effort has been made to ensure the information is accurate and current as of the date of printing (listed on the last page of this publication). Since economic, investment, trade, and statistical data is subject to change without notice, readers are encouraged to visit www.ontarioexports.com or www.investinontario.com for current information. It is strongly recommended that readers verify any and all information listed or referred to in this publication.

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I. Introduction

Export success is a journey, not a destination and it takes more than luck to become globally successful. It requires commitment, hard work and patience. International trade decisions often depend on finding suppliers with the right combination of location and infrastructure support in an economic environment that enhances competitiveness.

MEDT's International Trade Branch knows that Ontario companies have the skilled people, resources, products, technologies and business expertise necessary to develop and deliver exactly what organizations around the world need.

There are thousands of small and medium-sized enterprises (SMEs) across the province facing a number of challenges in exporting. We work with many of these new and expanding Ontario exporters to help increase their international market opportunities. We are here to help you. Before you start, there are a few questions that you need to consider in determining the level of support required. Are you ready to export, or do you need help getting ready? And which of our programs and services would most suit your needs?

We offer Ontario companies a continuum of services, from export education and counseling to market information, product promotion, market contacts, and assistance in celebrating export success at the community level. Complementing these programs and services is the strong marketing expertise of our experienced staff, gained over many years of international export consulting.

Our team of knowledgeable export professionals can assist you to develop and pursue targeted export strategies for international markets. The Branch's International Marketing Consultants provide the following core programs and services:

One-on-One Export and Market Consulting

Through one-on-one consulting, our team of international trade specialists assists small and medium-sized companies to evaluate their export readiness, identify the right markets and export opportunities for their product or services, and develop targeted market access and

expansion strategies. Our trade specialists provide guidance on doing business in markets worldwide, and help companies to qualify local representatives.

New Exporters to Border States (NEBS)

NEBS is a practical introduction to the basics of exporting to the United States. Organized in co-operation with the Canadian consulates in Buffalo and Detroit, the two-day NEBS program combines briefings by experts with site visits to a U.S. border entry point and warehouse fulfillment facility. Participants learn about export pricing and financing, customs clearance procedures, selecting agents and distributors, warehousing and distribution, immigration considerations, banking, legal and insurance issues, how to identify new market opportunities. The Reverse NEBS seminar covers topics of interest to Ontario exporters to the U.S. in an intensive half-day format.

IT Exports to the U.S. (ITEXus)

ITEXus is an export development program that introduces export-ready IT firms to key regional IT markets in the U.S. border states. ITEXus helps Ontario IT companies to identify and meet potential customers, research distribution channels, and obtain market information.

Seminars and Workshops

Export specific seminars and workshops provide Ontario exporters with forums to explore the opportunities in key markets worldwide, develop knowledge of export fundamentals, and learn about successful market access strategies.

Community Export Development (CED)

CED programs assist economic development organizations in Ontario with their initiatives to encourage local companies to expand internationally. Exporter Workshops, First Steps in Exporting seminars, and conferences introduce new and experienced exporters to government and other resources, and provide practical insights into the business of exporting.

Virtual Trade Missions (VTMs)

Using videoconferencing, the International Trade Branch hosts VTMs between Ontario exporters and foreign business people and market experts. VTMs offer a cost-effective means to identify new export opportunities, showcase your company, and “meet” with potential partners abroad.

Trade Missions and Exhibitions

The International Trade Branch introduces Ontario exporters to potential customers, distributors and decision-makers by organizing outbound missions and Ontario showcases at key international trade exhibitions. Ontario companies explore new market opportunities, and gain international exposure and access to key contacts in priority markets worldwide. In October 2008, Ontario’s Premier led a delegation representing innovative Ontario companies on a trade mission to China to tap into new markets, build on Ontario’s strong relationship with China and promote the province’s environmental technologies. During the trip, Ontario firms signed agreements worth more than \$600 million with Chinese companies.

Capital Projects

Suppliers of capital goods and services benefit from the assistance of the International Trade Branch in securing international capital project opportunities. We facilitate the development of consortia, introduce key contacts at international financial institutions, and provide commercial advocacy services.

In-Market Trade Consultants (ITDCs)

The International Trade Branch has retained ITDCs in Mexico, Brazil, Chile and Dubai (UAE), to provide in-market assistance to Ontario exporters. The ITDCs provide market information, assist in identifying potential business partners, and advise on the regulatory environment and import requirements.

For more information on our programs and services, or to speak directly with an international marketing consultant, please call 1-800-819-8701 (toll-free North America). You can also visit our website at: www.ontarioexports.com (click on International Trade, select “Export Extras”, and then select “Export FAQ”).

The URLs in this resource guide have been shortened using bit.ly, a free service designed for the purpose of shortening long URLs. This is a widely used and popular way to make it easier for all parties to enter web addresses. For more information visit <http://bit.ly>.

Skills Development

This section provides links to the web resources and training programs that help new-to-exporting businesses understand the export process.

2. Skills Development

2a. In-person learning

Business Advisory Services

<http://bit.ly/medt-2-1>

Ministry of Economic Development and Trade (MEDT), Small and Medium Enterprises

MEDT's senior business advisors work with rapidly growing small to mid-sized companies with an export/international market orientation. Advisors assess capabilities and plans, and link firms with the right people, information and business resources to enhance competitiveness and profitability. Services include one-on-one consultation, business immigration, business information by industry, E-business, exporting, and financing advice.

Export Seminars

<http://bit.ly/medt-2-2> (click on Trade Events)

Ministry of Economic Development and Trade (MEDT), International Trade Branch

The International Trade Branch of the Ministry of Economic Development and Trade holds export seminars across the province to provide export education, market intelligence and networking opportunities. This program is a series of half-day seminars, workshops, roundtable discussions and networking sessions. The seminars focus on topics of interest to SMEs seeking to expand and diversify their export base. Export seminars are generally customized to suit local needs, and are organized in partnership with MEDT's business advisory offices, local industry associations, municipalities, businesses, and non-profit organizations.

New Exporters to Border States Program (NEBS)

<http://bit.ly/medt-2-3>

Ministry of Economic Development and Trade (MEDT), International Trade Branch

The page provides information on the New Exporters to Border States (NEBS) program, a two-day hands-on workshop that introduces new exporters to the fundamentals of exporting to the United States. The program includes information on export pricing, customs procedures, selecting agents, distributors and warehousemen, banking and legal issues, export financing and insurance, and immigration issues, and helps to identify new market opportunities.

IT Exporters to the United States (ITEXus) Program

<http://bit.ly/medt-2-4>

Ministry of Economic Development and Trade (MEDT), International Trade Branch

ITEXus is a cost-effective export development program that introduces export-ready IT firms to key regional IT markets in the U.S. border states. ITEXus assists Ontario IT companies to identify and meet potential customers, research distribution channels, and obtain market information.

PROFIT (Program to Raise Ontario Foods International Trade)

<http://bit.ly/medt-2-5>

Ministry of Agriculture Food and Rural Affairs

This two-day seminar is designed specifically for those new to food exporting to the USA. Featuring industry speakers and key contacts who know the export process, PROFIT will prepare your company (or inexperienced staff) for success in the U.S. market.

Global Business Environment

<http://bit.ly/medt-2-6>

FITT Forum for International Trade Training

An introductory training course for entrepreneurs new to exporting, FITT covers buying and selling internationally, trade rules, the export and import processes, writing an international business plan, international market research and marketing, trade financing, logistics and distribution, and negotiating abroad. (\$)

2b. Online Guides – General

Getting Ready to Export Guide

<http://bit.ly/medt-2-7>

Ministry of Economic Development and Trade (MEDT), International Trade Branch

This guide helps SMEs to analyze the unique opportunities and challenges of foreign markets. Part One focuses on “how to” and some of the fundamental components of successful marketing, while Part Two lists a range of resources and organizations available to assist exporters. The appendix includes some sample forms required to export: NAFTA Certificate of Origin, packing list, bill of lading, weight certificate, export documentary credit, export declaration, and commercial invoice.

Frequently Asked Export Questions

<http://bit.ly/medt-2-8>

Ministry of Economic Development and Trade (MEDT), International Trade Branch

Provides brief answers to the following types of frequently asked export questions:

- What should I consider when making the decision to begin exporting?
- How do I determine if my company is “export-ready”?
- How do I obtain market research for a specific country and/or product/service?
- How can I receive information on foreign regulations, standards or certification requirements for my product?
- What Ontario government programs or services are available to assist exporters?
- How do I identify potential distributors in export markets?
- How can I find Ontario suppliers?
- Can MEDT’s International Trade Branch help me find international procurement opportunities?
- What other Canadian government export programs or services are available to assist exporters?

Step-by-Step Guide to Exporting

<http://bit.ly/medt-2-9>

Foreign Affairs and International Trade Canada

A step-by-step guide on issues such as getting started, developing your export plan, identifying your target market, developing your export marketing strategy, entering your target market, identifying shippers, spacing issues and shipping, planning your export financing, understanding the legal side of international trade, and e-business for exporters. (Print and PDF)

Canadian Exporting for Dummies

Order at

<http://bit.ly/medt-2-10>

Export Development Canada (print, free)

Published in the format and style of other “Dummies” guides, this publication is available free from EDC. Part 1: Getting Started covers assessing export-readiness, market research, developing the export plan, pricing and promotion, and export financing. Part 2: Inside the Marketplace covers shipping goods, exporting to the U.S., and e-business for exporters. Part 3: Meeting Standards and Keeping It Legal covers international standards and contracts and intellectual property. Part 4: The Part of Tens includes checklists and contacts.

Exporting for Small Business in Canada

<http://bit.ly/medt-2-11>

RBC Royal Bank

This guide includes tips on how to get started, online exporting, the export process, a financing and assistance directory, and an exporting strategy workbook.

Export Diagnostic

<http://bit.ly/medt-2-12>

Western Economic Diversification

This online tool which requires registration, for your privacy. There are nine “folders” of questions, on your company, product or service, export objectives, management support, market entry strategies, export motivation, your industry, promotional approach, and relevant experience. Feedback reports are provided at the end of each folder, along with a summary report that evaluates the user’s export readiness on three factors: resources, competitiveness, and expectations.

Exporting to the United States

<http://bit.ly/medt-2-13>

Foreign Affairs and International Trade Canada

An introductory guide that includes up-to-date information on legal issues, the basics of export financing, immigration and business travel, labeling and marking, packaging, U.S. border security, and dealing with U.S. Customs.

Understanding Exports

<http://bit.ly/medt-2-14>

Export Development Canada (EDC)

An overview with links to important sources from the Canadian and provincial governments, international trade organizations, and guides elsewhere on the EDC website. Introduction to Exports, Rules and Regulations, Exporting Partners to Consider, and Getting Ready to Export.

2c. Online guides – Country-specific

Exporting to the United States

<http://bit.ly/medt-2-15>

Foreign Affairs and International Trade Canada

An introductory guide that includes up-to-date information on legal issues, the basics of export financing, immigration and business travel, labeling and marking, packaging, U.S. border security, and dealing with U.S. Customs.

Regional Markets of the United States

<http://bit.ly/medt-2-16>

Export Development Canada (registration required)

This guide provides brief overviews of each region of the United States, covering the market environment, current and emerging opportunities, links to local associations and chambers of commerce, and the Canadian Trade Commissioner Service in that region.

Exporting to Brazil - Canada Brazil Trade Portal

<http://bit.ly/medt-2-17>

Brazil Canada Chamber of Commerce

Web directory of good sites for information on trade and investment between Brazil and Canada.

Exporting to Chile

<http://bit.ly/medt-2-18>

The World Bank

Part of The World Bank's Doing Business Project, this site provides objective measures of business regulations and their enforcement in Chile at the subnational and regional level.

Exporting to China

<http://bit.ly/medt-2-19>

Export Development Canada (registration required)

A practical guide to exporting to China, including regional markets, representatives and agents, Chinese business culture, opportunities in specific sectors, taxation, legal issues, and import regulations.

Exporting to the European Union

<http://bit.ly/medt-2-20>

European Commission

The Directorate General for Trade of the European Commission implements the common trade policy of the European Union. This website contains information about trade with the European Commission and what it does, and other useful tools to help you understand the various trade topics.

Exporting to the European Union – A Guide to Online Export Resources

<http://bit.ly/medt-2-21>

Ontario Ministry of Economic Development and Trade

A compendium of online resources on a wide variety of export related topics specific to the EU.

Exporting to India

<http://bit.ly/medt-2-22>

Export Development Canada (registration required)

A practical guide to the potential export market in India, including opportunities in specific sectors and import requirements, as well as general guidance on financing, contracts and risk management.

Exporting to Japan

<http://bit.ly/medt-2-23>

The World Bank

Part of The World Bank's Doing Business Project, this site provides objective measures of business regulations and their enforcement in Japan at the subnational and regional level.

Exporting to Mexico

<http://bit.ly/medt-2-24>

The World Bank

Part of The World Bank's Doing Business Project, this site provides objective measures of business regulations and their enforcement in Mexico at the subnational and regional level.

2d. Online guides – Sector-specific

Market Reports

<http://bit.ly/medt-2-25>

Foreign Affairs and International Trade Canada

Brief overviews of specific market sectors, by country. Browse by industry sector or by geographic market. Also provides overviews of business conditions in foreign markets, and contact names within the Trade Commissioner Service. For reports by industry sector, go directly to *<http://bit.ly/medt-2-26>*.

Export Requirements [agri-food products]

<http://bit.ly/medt-2-27>

Agriculture and Agri-Food Canada

Stage 1: Meeting in-Canada requirements to export, covering exporting groundwork, agri-food trade policy, shipping and customs services, and market pricing.

Stage 2: Meeting international requirement to export, covering international trade organizations and market information.

An Exporter's Guide to Canada's Agri-Food Sector

<http://bit.ly/medt-2-28>

Export Development Canada (registration required)

For seafood, special crops (pulses, mustard seed, etc) and beef and pork sectors, discusses challenges and major market opportunities.

Food Exports

<http://bit.ly/medt-2-29>

Canadian Food Inspection Agency

Main page for the food products export pages within the CFIA website, covering dairy products, fish and seafood, fresh fruits and vegetables, meat and poultry products, and processed products.

Animal and Livestock Exports

<http://bit.ly/medt-2-30>

Canadian Food Inspection Agency

Main page for the animal export pages within the CFIA website, covering live animals, pets, and products and by-products.

Plant Exports

<http://bit.ly/medt-2-31>

Canadian Food Inspection Agency

Main page for the CFIA website, covering forestry products, grains and field crops, horticultural products, and potatoes.

The Art of Export Marketing of Cultural Products and Services

<http://bit.ly/medt-2-32>

Cultural Human Resources Council

Lists shows and festivals by discipline and market region, and includes an export-ready checklist.

Marketing Guide for Contemporary Fine Craft in the United States

<http://bit.ly/medt-2-33>

Foreign Affairs and International Trade Canada

This source, for crafts persons interested in entering U.S. markets or expanding their U.S. exposure, features 30 pages of advice on dealing with American markets, plus profiles of some 140 American craft galleries interested in carrying Canadian work.

Sell2US Gov

<http://bit.ly/medt-2-34>

Foreign Affairs and International Trade Canada

This guide helps companies through the process of selling to U.S. government agencies. “Business Essentials” covers information about U.S. government procurement, trade agreements, export controls, and selling barriers. “Prospecting” covers market development, marketing strategy, hot markets and resources, with separate sections on IT and state and local procurement. “Contracting” includes how to read a solicitation, contracting methods, regulations, and contract administration, with a separate section on GSA (General Services Administration). “Trouble-shooting” covers U.S. federal procurement restrictions such as Buy American Act and Small Business Set-Asides.

Canadian Commercial Corporation

<http://bit.ly/medt-2-35>

Canadian Commercial Corporation (CCC)

CCC helps Canadian companies pursue U.S. federal government business through the GSA Schedules Program. CCC helps prepare the submission, assists with pricing and negotiations, and gives access to an established base of contacts in Washington, D.C. offering intelligence, marketing and networking support. CCC also acts as prime contractor for sales made to the U.S. Department of Defense and NASA.

Export Finance

This section covers all aspects of export financing. The “Basic” section provides links to sources with overviews on various aspects of trade finance, and the service providers in that area, suitable for businesses new to exporting. The “Advanced” section provides links to more specific service providers, and more detail on their particular services. The section on “Costing and Pricing” (3c) brings together sources that guide the business client in setting appropriate prices for exported goods and services. The sources on guidance on credit, insurance and documentary credits have been listed separately (3d), since this is a complex area of international trade.

3. Export Finance

3a. Export Finance – Basic

Export Market Access

<http://bit.ly/medt-3-1>

Ontario Chamber of Commerce

This financing program assists SMEs to access or expand in foreign markets. Eligibility: 5+ employees and annual sales of \$500,000+. Grants to cover up to 50% of eligible costs incurred to develop export sales. Eligible activities include market research, marketing tools, direct contacts and foreign bidding projects.

EXPORT Finance Guide

<http://bit.ly/medt-3-2>

Export Development Canada

Provides an overview of export finance options, as well as a comprehensive list and brief profiles of key Canadian public and private sector service providers in export finance. Match your financing requirements to potential solutions at the appropriate stage: Getting export ready, opportunity identification, tender/proposal, contract award, production, and payment period.

Financing Solutions for Canadian Companies

<http://bit.ly/medt-3-3>

Export Development Canada

Export Development Canada (EDC) offers a range of financing solutions to help Canadian companies and their international customers capitalize on trade opportunities. This page provides access to EDC services such as Export Express Credit, Export Guarantee Program, Supplier Financing, Security Compliance Loan, Equity Investments, Project Financing, and Buyer Financing. More information about the Security Compliance Loan and the C-TPAT regulations to which it applies is provided in section 5b of this guide.

Finding Customers, Finding Cash: A Guide to Government Services for Canadian Exporters

<http://bit.ly/medt-3-4>

Export Development Canada

A brief guide to federal and regional government programs for exporters, in particular financing and insurance programs, especially those of Export Development Canada. (13 pages, registration required)

Trade Basics for Exporters

<http://bit.ly/medt-3-5>

RBC Global Services

A guide focused on the financial aspects of international trade. Sections: The Contract: managing trade risk, trade finance solutions, elements of a sales contract, pre-shipment financing, credit insurance, and bidding on overseas contracts; Shipment: shipping guidelines, common trade documentation, and insurance coverage; and Payment: methods of payment, and costs.

Grants and Finances

<http://bit.ly/medt-3-6>

Canada Business - Services for Entrepreneurs

An interactive guide to the various types of financing available. Choose the purpose, e.g. “to export my products”, then click “Next” to limit finance options by region or industry.

3b. Export Finance – Advanced

My Project: International Markets

<http://bit.ly/medt-3-7>

Business Development Bank of Canada

Lists services available from BDC, in areas of export financing and consulting services, and includes short articles on the export plan, export marketing and other topics.

Business Opportunities – Development and Humanitarian Aid Markets

<http://bit.ly/medt-3-8>

Canadian Trade Commissioner Service

Links to the most important of the world's development and humanitarian agencies, and an explanation of how projects are developed and carried out, how development and humanitarian procurement works, where you can find detailed information about procurement and how you can identify business opportunities for your company. Under Market Reports, there is a guide to preparing an Expression of Interest (EOI) for an assignment financed by the multilateral development banks.

International Trade Finance

<http://bit.ly/medt-3-9>

FITT Forum for International Trade Training

Available either online or in person, this in-depth course provides thorough coverage of international trade finance. The course, which is part of a series leading to the designation "Certified International Trade Professional", may be completed independently. (\$)

3c. Costing and Pricing

Advanced Export Pricing Calculator

<http://bit.ly/medt-3-10>

Ontario Association of Trading Houses

The user completes the costs and fees sections of the calculator, and indicates foreign currency, in order to obtain a suggested export price.

3d. Credit, Insurance, Documentary Credits

EXPORT Check

<http://bit.ly/medt-3-11>

Export Development Canada

As a service for EDC's export customers, companies can obtain credit profiles, EDC Opinion reports and D&B Canada's business information reports on U.S. and foreign customers. (\$)

Insurance Solutions for Canadian Companies

<http://bit.ly/medt-3-12>

Export Development Canada

Describes the insurance services that EDC provides to its customers, in particular EXPORTProtect, a service for insuring single-export transactions.

Exporter's Guide

<http://bit.ly/medt-3-13>

BMO Nesbitt Burns

Tables, diagrams and examples providing details on the various payment options for exporters. Includes Payment instrument comparison, Documentary credits flowcharts, issuance and advice, settling by payment, standard customs, how to expedite payments under documentary credits, comparison of major types of guarantees, etc. (Registration required)

Documentary Letters of Credit – A Practical Guide

<http://bit.ly/medt-3-14>

Scotiabank

This booklet describes the letter of credit process in simple terms, including: benefits, types, documents usually required, steps in a letter of credit (L/C) transaction, payment procedure, what to do if documents are dishonoured, a brief explanation of trade terms, parties involved in a L/C transaction, etc. (PDF)

Letters of Credit Checklist

<http://bit.ly/medt-3-15>

BMO Capital Markets

A checklist of the key questions to ask when reviewing a letter of credit. This page also links to a form for requesting a copy of BMO's "Exporters Guide".

Quick Guide to Letters of Credit

<http://bit.ly/medt-3-16> (click on Quick Guide tab)

Mantissa Limited

A simple explanation of the letter of credit (L/C) and its use. Topics include: what are letters of credit, when are they used, the L/C process, the problem for exporters, and tips for exporters. The site also includes a glossary. Mantissa also offers, for a fee, in-depth training on letters of credit.

SITPRO Letters of Credit Guides

<http://bit.ly/medt-3-17>

SITPRO Simplifying International Trade

SITPRO publishes several short guides to letters of credit: An introductory guide, best practices covering negotiation, checking the L/C on receipt, documentation requirements and what to do if a L/C is rejected on first presentation by the bank. Also three letters of credit checklists for Importers, Exporters and Export Sales Representatives.

Customs and Logistics

Every exporter needs to be aware of customs regulations. The “Basic” section describes sources which provide overviews of regulations, suitable for the business client, while the “Advanced” section points to the specific sites where customs regulations, Harmonized System (HS) codes and tariffs may be found, particularly U.S. customs regulations and information on quotas. The logistics section (4c) includes sources of information about customs brokers and freight forwarders.

4. Customs and Logistics

4a. Customs Regulations – Basic

New Exporters to Border States (NEBS)

<http://bit.ly/medt-4-1>

Ontario Ministry of Economic Development and Trade (MEDT), International Trade Branch

This page provides information on the New Exporters to Border States (NEBS) program, a two-day hands-on program that introduces new exporters to the fundamentals of exporting to the United States, and helps to identify new market opportunities. The information provided in the program includes export pricing, customs procedures, selecting agents, distributors and warehousing, banking and legal issues, export financing and insurance, and immigration issues.

Exporting Goods from Canada – A Handy Customs Guide for Exporters

<http://bit.ly/medt-4-2>

Canada Border Services Agency

Overview of the process for reporting exports: why you have to report, what goods you have to report, where and when to report, and how to complete Form B13A Export Declaration. Other links from this page to Canadian Automated Export declaration, look-up for Canadian Harmonized System (HS) codes, and Customs Notice N-586, concerning the Exporter Business Number.

Exporting Goods Regulations and Contacts

<http://bit.ly/medt-4-3>

Canada Business - Services for Entrepreneurs

Covers export regulations for live animals, cultural products, customs regulations, export controls, firearms, food, hazardous waste, labeling, meat and poultry, narcotics, nuclear material, plants and wildlife.

Shipping to the United States: A Guide for Canadian Exporters and U.S. Importers

<http://bit.ly/medt-4-4> (under Importing into the U.S.)

Livingston International

Focuses on understanding the regulations and procedures as they relate to customs clearance, the basics of duty relief programs, and document requirements. (PDF)

Trade Data Online – Product Search

<http://bit.ly/medt-4-5>

Industry Canada

Under Product Search, use the “keyword search” option to identify HS codes to 6 digits. Free to download commodity trade data at this 6-digit level.

Search for Commodities

<http://bit.ly/medt-4-6>

Statistics Canada

Search for commodities in the Canadian international merchandise trade database, at the 8- and 10-digit Harmonized System levels. Free to view. Payment required to download commodity trade data (in “txt, dif, cdf, slk, html” formats).

National Customs Websites

<http://bit.ly/medt-4-6a>

World Customs Organization

Links to customs departments worldwide.

Tariff Download Facility

<http://bit.ly/medt-4-8>

World Trade Organization

Comprehensive database of WTO members' customs tariffs and imports. The data are the general non-preferential rates (officially known as "most-favoured nation" or MFN rates) and are both the rates actually charged (or "applied") and countries' committed maximum rates. They are disaggregated to the standard six-digit HS codes. Data can be downloaded in Excel, XML or CSV formats.

4b. Customs Regulations – Advanced

Canadian Export Classification

<http://bit.ly/medt-4-9>

Statistics Canada

General rules for the interpretation of the Harmonized System (HS), and titles of sections and chapters of the Canadian Export Classification. Browse the Canadian Export Classification by commodity description or by HS code, and convert U.S. Import HSI0 codes to Canadian Export HS8 codes. This site links to the Departmental Consolidation of the Customs Tariff, on the Canada Border Services Agency website, which provides notes on the proper use of the tariff codes.

Export and Import Controls

<http://bit.ly/medt-4-10>

Foreign Affairs and International Trade Canada

This site provides export control information on various sectors, including softwood lumber, agri-food products, textiles and clothing, steel, military technology and other miscellaneous industries.

Importing Into the United States: A Guide for Commercial Importers

<http://bit.ly/medt-4-11>

U.S. Customs and Border Protection

This 124-page book covers entry of goods, informed compliance, invoices, assessment of duty, classification and value, marking, special requirements, etc. (PDF)

USITC Tariff Database

<http://bit.ly/medt-4-12>

U.S. International Trade Commission.

Provides the 8-digit tariff code for specific products. Searchable by HS code, or full legal text of chapters. Provides a brief description of each code, recent import statistics by country and port for the category, and duty rates under the different trade agreements.

U.S. Forms

<http://bit.ly/medt-4-13> (Under Forms)

Livingston International

Examples of forms for shipping goods to the U.S. are provided on this site. Forms can be viewed, completed and printed online. Blank forms can also be downloaded.

Ports of Entry (U.S.)

<http://bit.ly/medt-4-14>

U.S. Customs and Border Protection

Information provided includes U.S. Customs office phone and fax numbers, e-mail addresses, and contacts for specific issues such as agriculture questions.

Online Harmonized Commodities Code Database

<http://bit.ly/medt-4-15>

United Nations Conference on Trade and Development (UNCTAD)

An official description of the codes in the Harmonized System. Users can browse by code chapters, or search by keyword.

4c. Logistics

Trade Logistics 101: An Introduction to Forwarding

<http://bit.ly/medt-4-16>

Federation of International Trade Associations

This article by William Corley explains the role of freight forwarders in a straightforward way.

CIFFA Directory of Members

<http://bit.ly/medt-4-17>

Canadian International Freight Forwarders Association

Directory of 150 freight forwarders who are members of CIFFA.

Importers/Exporters Resource Center

<http://bit.ly/medt-4-18>

Livingston International

Livingston International is a leading North American provider of customs brokerage, transportation and integrated logistics services.

What Every Member of the Trade Community Should Know About Customs Brokers

<http://bit.ly/medt-4-19> (click on Customs Brokers)

U.S. Customs and Border Protection

One of a series of publications “What every member of the trade community should know About...”. Includes 10 pages on the duties and responsibilities of customs brokers.

Hiring a Licensed Customs Broker? Questions You Should Ask

<http://bit.ly/medt-4-20>

Canadian Society of Customs Brokers

Brief but helpful advice on selecting a customs broker.

CSCB Membership Directory

<http://bit.ly/medt-4-21> (click on Members Directory)

Canadian Society of Customs Brokers

Directory of customs brokers who are members of the Society, including all branch offices. Search by Canadian city.

Ontario Association of Trading Houses

<http://bit.ly/medt-4-22>

Ontario Association of Trading Houses

Under “About Trading Houses”, this website describes the roles and services of trading houses.

Global Supply Chain Management

<http://bit.ly/medt-4-23>

FITT Forum for International Trade Training

Available either online or in person, this in-depth course provides thorough coverage of the logistics of international trade. The course, which is part of a series leading to the designation “Certified International Trade Professional”, may be completed independently.

(\$)

Non-Customs Regulations

This section describes sources of information for regulations which may apply to goods and services sold in target markets. Non-customs regulations cover standards, patents and other intellectual property, safety and health standards, and labelling and packaging. The regulations relating to the U.S. border, particularly with respect to security, are covered in section 5b; other U.S. regulations are in section 5c.

5. Non-Customs Regulations

5a. Non-Customs Regulations – General

Export Alert!

<http://bit.ly/medt-5-1>

Standards Council of Canada

An e-mail service based on a user profile which notifies the user of changes in regulations in target countries. The alert is a free service. Full text of revised regulations is also provided for a fee.

Standards Alert!

<http://bit.ly/medt-5-2>

Standards Council of Canada

An email service in which subscribers receive e-mail updates about changes to the Canadian and international standards in a particular field of interest.

Canada's International Market Access Report (CIMAR)

<http://bit.ly/medt-5-3>

Foreign Affairs and International Trade Canada

The CIMAR Executive Summary (PDF) outlines foreign market access issues by region and country. The CIMAR Trade and Investment Barriers Database is searchable by keyword, sector, product code and market, and provides information on foreign trade and investment barriers.

Canadian Wood Packaging Certification Programs for Export

<http://bit.ly/medt-5-4>

Canadian Food Inspection Agency

Certification program to ensure compliance with International Plant Protection Convention's ISPM 15: Guidelines for Regulating Wood Packaging Material in International Trade, which applies to all non-manufactured wood packaging (e.g. pallets, containers, drums, etc.) shipped to any country that has adopted these requirements, including the European Union and the U.S.

IPPC-ISPM 15 Implementation Dates by Country

<http://bit.ly/medt-5-5>

Canadian Wooden Pallet and Container Association

Convenient list by country of the rules for use of solid wood packaging for imported goods, under the International Plant Protection Convention's ISPM 15: Guidelines for Regulating Wood Packaging Material in International Trade (IPPC-ISPM 15).

Exports [fish and seafood products]

<http://bit.ly/medt-5-6>

Canadian Food Inspection Agency

The export of fish and fish products is regulated, and includes provision for the certification of product for export. Product must originate from a registered fish processing establishment and meet defined standards. Lists of Canadian exporters approved for exporting fish and seafood products to the U.S. Brazil, Japan and the European Union. Also included, under "Export Information by Jurisdiction", are foreign country certification requirements, links to guides to food packaging and labeling requirements in the European Union, etc.

Intellectual Property Links – International

<http://bit.ly/medt-5-7>

Canadian Intellectual Property Office

Links to the patents and trademarks offices of foreign countries.

Export Quality Management – World Directory

<http://bit.ly/medt-5-8> (on left, click on World Directory)

United Nations Conference on Trade and Development, International Trade Centre

Contact information for organizations involved in standards, technical regulations, sanitary and phytosanitary measures, conformity assessment, accreditation and metrology. Searchable by country and keyword.

Trade Barriers Database

<http://bit.ly/medt-5-9>

Directorate-General for Trade Policy, European Commission

This database provides comprehensive descriptions of the trade barriers in non-EU countries, and is searchable by country and by industry sector.

5b. Non-Customs Regulations – U.S. Border Regulations

A Guide to Importing and Exporting

<http://bit.ly/medt-5-10>

(under May 2005, click on A Guide...)

PBB Global Logistics

Overview of important trade initiatives, including Advance Commercial Information (ACI), Advance Electronic Cargo Information (AECI), Administrative Monetary Penalty System (AMPS), Customs Self Assessment (CSA), Customs-Trade Partnership Against Terrorism (C-TPAT), Free And Secure Trade (FAST), FDA Bioterrorism Act, Mandatory H.S. Codes, and Partners In Protection (PIP). Other white papers on this website describe some of these initiatives in more detail.

FAST Program

<http://bit.ly/medt-5-11> (click on FAST)

Livingston International

Explanation of the Free And Secure Trade (FAST) program. Also click on “PIP and C-TPAT” for explanations of the compatible Canadian Partners In Protection (PIP) and U.S. Customs-Trade Partnership Against Terrorism (C-TPAT) programs.

Importing Into the United States – A Guide for Commercial Importers

<http://bit.ly/medt-5-12>

U.S. Customs and Border Protection

A detailed guide to U.S. import regulations, covering entry of goods, informed compliance, invoices, assessment of duty, classification and value, marking, special requirements, and foreign trade zones. (PDF)

Free and Secure Trade Program

<http://bit.ly/medt-5-13>

Canada Border Services Agency

Overview of the Free and Secure Trade program (FAST), a joint Canada-U.S. initiative to move pre-approved eligible goods across the border quickly, and verify trade compliance away from the border. Documents for the main participating groups – importers into Canada, carriers and drivers – are included here. In Canada, FAST builds on the Customs Self Assessment (CSA) program and its principles of pre-approval and self-assessment, as well as on the increased security measures under the Partners in Protection (PIP) program. For U.S. compliance, any truck using FAST must be a C-TPAT approved carrier.

Partners In Protection

<http://bit.ly/medt-5-14>

Canada Border Services Agency

Overview of the Partners In Protection Program (PIP). Organizations that join PIP are eligible to participate in the Free And Secure Trade program (FAST).

C-TPAT Security Guidelines

<http://bit.ly/medt-5-15>

U.S. Customs and Border Protection

C-TPAT Supply Chain Security Guidelines for various categories, including carriers, customs brokers, manufacturers and port operators. Security guidelines for manufacturers cover security procedures, container security, physical access controls, procedural security, security training and threat awareness, physical security, and information technology security.

C-TPAT Program Benefits Guide

<http://bit.ly/medt-5-16>

U.S. Customs and Border Protection

This brochure has been developed to generally explain the benefits of C-TPAT for members and non-members.

Security Compliance Loan

<http://bit.ly/medt-5-17>

Export Development Canada (EDC)

Canadian companies shipping to the U.S. may need to enhance their security programs to meet the requirements of C-TPAT. EDC's Security Compliance Loan helps Canadian companies to finance the upgrades required to meet security standards, and helps them qualify to become C-TPAT compliant. This page links to a list of EDC-approved advisory services at *<http://bit.ly/medt-5-18>*.

Importer Self-Assessment Program (ISA)

<http://bit.ly/medt-5-19>

U.S. Customs and Border Protection

Description of the Importer Self-Assessment program, under which U.S. companies who are importers into the United States undertake to manage their internal security control systems in compliance with U.S. Customs and Border Protection requirements. Some useful documents found on this website include "Best Practices of Compliant Companies" and "Guidance on Developing Internal Controls for ISA". Companies must be U.S. and participants in C-TPAT.

Keeping Cargo Safe: Container Security Initiative (CSI)

<http://bit.ly/medt-5-20>

U.S. Customs and Border Protection

CSI is a program intended to help increase security for containerized cargo shipped directly to the U.S. from around the world. CSI imposes a security regime to ensure all containers that pose a potential risk for terrorism are inspected at foreign ports before being placed on vessels destined for the U.S. Operational Canadian ports are Montreal, Vancouver and Halifax. The program encourages the use of smarter, more secure containers, to minimize in-transit tampering.

Informed Compliance Publications

<http://bit.ly/medt-5-21>

U.S. Customs and Border Protection

Informed Compliance publications include the “What Every Member of the Trade Community Should Know About: ...” series, which are substantive booklets covering many specific topics and categories of goods, from “The ABCs of Prior Disclosure” to “Works of Art, Collectors Pieces, Antiques and Other Cultural Property”.

Temporary Entry into the United States and Mexico – A Guide for Canadian Business Persons

<http://bit.ly/medt-5-22>

Foreign Affairs and International Trade Canada.

Covers business visitors, professionals, intra-company transferees, traders, and investors.

5c. Other Non-customs U.S. Regulations

Nutritional and Health Labeling Claims in the U.S.

<http://bit.ly/medt-5-23>

Agriculture and Agri-Food Canada

Summary of U.S. Food and Drug Administration (FDA) regulations, highlighting similarities and differences between U.S. regulations and the regulations of the Canadian Food Inspection Agency (CFIA).

A Food Labeling Guide

<http://bit.ly/medt-5-24>

U.S. Food and Drug Administration

This guide provides U.S. federal guidelines on labeling for the food sector.

What You Need to Know About Prior Notice of Imported Food Shipments

<http://bit.ly/medt-5-25>

U.S. Food and Drug Administration

The FDA must be notified in advance of any shipments of food for humans and other animals that are imported into the U.S. This booklet was created to inform food transporters, food importers and exporters, foreign manufacturers and growers, and food filers and brokers about the prior notice requirements, as amended.

Cosmetic Labeling Manual

<http://bit.ly/medt-5-26>

U.S. Food and Drug Administration

Includes declaration of ingredients and tamper-resistant packaging requirements.

Dietary Supplement Labeling Guide

<http://bit.ly/medt-5-27>

U.S. Food and Drug Administration

Covers nutrition and ingredient labeling.

Device Advice (medical devices)

<http://bit.ly/medt-5-28>

U.S. Food and Drug Administration, Center for Devices and Radiological Health

Assists with ensuring compliance of medical devices to FDA regulations. Information on regulations, product classification, marketing a medical device, requirements for registering an establishment with the FDA, Pre-Market Notification 510(K), packaging and labeling requirements, and importing medical devices into the U.S.

Labeling OTC Human Drug Products

<http://bit.ly/medt-5-29>

U.S. Food and Drug Administration, Center for Drug Evaluation and Research

A Small Entity Compliance Guide, to help small businesses better understand and comply with the agency's over-the-counter (OTC) labeling requirements.

Trademark Electronic Search System (TESS)

<http://bit.ly/medt-5-30> (click on Trademarks)

U.S. Patent and Trademark Office

Search for U.S. trademarks by keyword or by form. The main search page for patents and trademarks, including search assistance, is at <http://bit.ly/medt-5-31>.

New U.S. Safety Regulations

<http://bit.ly/medt-5-32> (under Articles of Interest)

Business Development Bank of Canada

A brief overview of the requirements of the recent U.S. Consumer Product Safety Improvement Act (CPSIA), signed into law in August 2008. The manufacturer or importer of any consumer product covered by the legislation must issue a certificate stating that the product complies with the requirements of the CPSIA or related legislation, based on tests specified in the CPSIA. The certificate must accompany each product or any shipment of the product, and each distributor or retailer of the product must receive a copy.

Regulated Products Handbook

<http://bit.ly/medt-5-33>

Consumer Product Safety Commission

A guide for manufacturers, importers, distributors, and retailers on procedures relating to the enforcement of standards and regulations issued under acts administered by the Commission.

Find CPSC Product Safety Standards or Guidance

<http://bit.ly/medt-5-34>

Consumer Product Safety Commission

Alphabetical lookup table lists those product types for which the Consumer Product Safety Commission has issued a government mandatory standard, ban or other regulation, or guidance. Highlighting a product type and clicking on “Find” provides links to the Commission’s action(s) and other pertinent information for that item.

Product Liability

<http://bit.ly/medt-5-35>

Cornell Law School, Legal Information Institute

Product liability is the liability of any or all parties along the chain of manufacture of any product for damage caused by that product. This includes the manufacturer of component parts, an assembling manufacturer, the wholesaler, and the retail store owner. Many states have enacted comprehensive products liability statutes, but these are very diverse, so the U.S. Department of Commerce has promulgated a Model Uniform Products Liability Act (MUPLA) for voluntary use by the states. There is no federal products liability law. This website describes federal statutes and judicial decisions, uniform laws, state statutes and judicial decisions, and key international and fee-based information services on products liability.

Product Liability

<http://bit.ly/medt-5-36>

Insurance Canada.com

This page provides links to insurance products that are for resale and wholesale or MGA providers of these products that relate to Product Liability. For a list of 24 companies that offer product liability insurance to exporters to the U.S., click on “U.S.A. Exposures”; click on “Worldwide Exposures” for a list of 21 companies offering product liability insurance internationally.

Market Information

This section describes the sources that provide information about the target market. The “Basic” sources, or those that provide “ready-made” market summaries, are a good introduction to specific countries and sectors.

The “Advanced” sources (6b) provide raw data about target markets, such as trade and production statistics, which can be used to supplement the existing overviews, or to develop customized market estimates.

Market information specific to the United States is in Chapter 8.

6. Market Information

6a. Market Information – Basic

Key Export Markets by Country

<http://bit.ly/medt-6-1>

Ontario Ministry of Economic Development and Trade (MEDT), International Trade Branch

For 28 countries which represent over 98% of Ontario's exports, links to the Ontario Trade Fact Sheets and other websites, and contact information for the trade officer for the region.

Market Reports

<http://bit.ly/medt-6-2>

Foreign Affairs and International Trade Canada

Brief overviews of specific market sectors, by country. Browse by industry sector or by geographic market, (e.g. Spanish automotive industry) and additional information on business conditions (e.g. Import regulations – Madrid). Also provides overviews of business conditions in foreign markets, and contact names within the Trade Commissioner Service.

Market Information (food and beverage sector)

<http://bit.ly/medt-6-3>

Agriculture and Agri-Food Canada

Brief overview reports of the market for food and beverage products in foreign markets. The reports are drawn from several sources, including Agriculture and Agri-Food Canada, Foreign Affairs and International Trade Canada, etc.

Virtual Trade Commissioner

<http://bit.ly/medt-6-4>

Foreign Affairs and International Trade Canada

Customized market information from the Canadian Trade Commissioner Service. Companies must register to access this service. Once registered, businesses receive a personalized web page containing market information and business leads and can request services online from the Trade Commissioners. Industry and target market information updates are also provided.

Canadian Tourism Commission Business Site

<http://bit.ly/medt-6-5>

Canada Tourism Commission

Research and statistics – annual statistics, arrivals and departures, trends, etc. Registration required.

Industry Sector Analysis (ISA) Reports

<http://bit.ly/medt-6-6> (click on Trade, then on International Market Research Reports)

U.S. Department of Commerce

Brief overviews of specific market sectors, by country. Also available are International Market Insight IMI reports – brief reports on specific issues such as new legislation, entries from CIA World Factbook, and Country Commercial Guides. No reports for the USA.

6b. Market Information – Advanced

International Trade Branch – Staff Directory

<http://bit.ly/medt-6-6a>

Ontario Ministry of Economic Development and Trade (MEDT), International Trade Branch

The International Trade Branch's team of knowledgeable trade specialists helps Ontario exporters develop targeted export strategies for international markets. This page will link you to the staff directory of international marketing consultants by market region.

Canadian Trade Commissioner Service – Toronto

<http://bit.ly/medt-6-7>

Foreign Affairs and International Trade Canada

Directory of staff members responsible for particular industry sectors.

Virtual Trade Commissioner

<http://bit.ly/medt-6-8>

Foreign Affairs and International Trade Canada

Customized market information from the Canadian Trade Commissioner Service. Companies must register to access this service. Once registered, businesses receive a personalized web page containing market information and business leads and can request services online from the Trade Commissioners. Industry and target market information updates are also provided.

Preparing A Market Study

<http://bit.ly/medt-6-9>

KnowThis LLC

“KnowThis” represents the marketing specialty area within the World Wide Web Virtual Library. This tutorial on researching markets covers the outline of a market report, and provides guidelines for competitive analysis. The website also has a tutorial on writing a marketing plan, at *<http://bit.ly/medt-6-10>*.

Growing Your Exports

<http://bit.ly/medt-6-11>

Export Development Canada

Increase your market intelligence – sources of market research, and industry statistics. Expand your exports – traveling abroad, attending trade missions and trade shows, finding foreign customers, bidding on international contracts, and securing financing.

Ontario Export Fact Sheets

<http://bit.ly/medt-6-12>

Ontario Ministry of Economic Development and Trade (MEDT), International Trade Branch

One-page summaries of trade statistics including trade balance, top exports and imports, and top 10 trade partners. Searchable by country.

Country Information

<http://bit.ly/medt-6-13>

Export Development Canada

Search by country to find two-page overviews covering economy and political situation.

Global Export Forecast

<http://bit.ly/medt-6-14>

Export Development Canada

Semi-annual report examining Canada's export potential, including a look at our trading partners and opportunities in each major sector.

Trade Data Online

<http://bit.ly/medt-6-15>

Industry Canada

Trade Data from Statistics Canada and U.S. Census Bureau. Search for imports or imports by industry (NAICS codes) or by product (HS codes). Specify national or provincial detail, and country of origin or destination. Trade between Canada and U.S. also provided at state and provincial level.

Trade Map Canada

<http://bit.ly/medt-6-16>

CanadaBusiness.ca

An interactive tool from the International Trade Centre (UNCTAD/WTO), providing key international trade data by product and by country. A TradeMap registration also provides free access to ProductMap, a tool that gathers information for 72 industries, to assess global market trends and identifying opportunities in product categories. Registration required, contact *<http://bit.ly/medt-6-17>* or call 1-888-576-4444.

BBC Country Profiles

<http://bit.ly/medt-6-18>

British Broadcasting Corporation

History, politics and economic background of countries and territories, and background on key institutions, plus audio and video clips from BBC archives. Search by country or territory.

Country Insights

<http://bit.ly/medt-6-19>

Foreign Affairs and International Trade Canada

Country facts and cultural information on the countries of the world, from both Canadian and local perspectives. Search by country, then by cultural topic, from conversations to stereotypes.

Eurostat

<http://bit.ly/medt-6-20>

European Commission

Statistical office of the European Commission. Under “General and regional statistics”, click on Portrait of the Regions to find statistics for countries and smaller regions. In other sections – industry, external trade, etc. – click on Tables for time series for each of the 27 member countries.

International Trade Research

<http://bit.ly/medt-6-21>

FITT Forum for International Trade Training

This in-depth training course on international market research is available online or in person. It is part of a series leading to the designation “Certified International Trade Professional”, but may be taken separately. (\$)

Marketing and Distribution

This section describes the sources of information on marketing and distribution in the destination country. The section is divided by marketing or distribution channel, with each sub-section describing sources that advise on the optimal use of the channel, and also directories to locate specific trade shows, distributors, trade journals etc. There are also sub-sections on trade leads websites, and on e-commerce, as more and more Canadian producers are using the Web to market to foreign buyers and to receive orders from abroad.

7. Marketing and Distribution

International Marketing

<http://bit.ly/medt-7-1>

FITT Forum for International Trade Training

An in-depth training course, which can be taken either online or in person, on international marketing, complementing the training course on international market research. Part of a series of courses leading to the designation “Certified International Trade Professional”, the course may also be taken separately. (\$)

Export Market Access

<http://bit.ly/medt-7-2>

Ontario Chamber of Commerce

Financing program that assists SMEs to access or expand in foreign markets. Eligibility: five or more employees and annual sales of \$500,000+. Grants to cover up to 50% of eligible costs incurred to develop export sales. Eligible activities include market research, marketing tools, direct contacts and foreign bidding projects.

7a. Trade Shows

Superior Trade Show Execution: Making ‘Face To Face’ Marketing Work

<http://bit.ly/medt-7-3>

Agriculture and Agri-Food Canada

Checklist of pre-show preparation, and advice on the booth, staff, the business approach, and post-show follow-up.

Virtual Trade Missions (VTMs)

<http://bit.ly/medt-7-4>

Ministry of Economic Development and Trade (MEDT), International Trade Branch

Online calendar of Virtual Trade Missions (video conferencing) searchable by keyword, sector, market region, and date.

TSNN – Event Search

<http://bit.ly/medt-7-5>

Trade Show News Network

Database of 15,000 trade shows, major emphasis on U.S. shows. Search by industry category, from advertising to youth accessories, or search by location, date or keyword.

Tradeshow Week Online

<http://bit.ly/medt-7-6>

Reed Business Information

Online version of print sources, covering 5,000 North American shows, and 7,000 trade shows worldwide. Search by location, keyword, date or industry category, from accounting to woodworking.

M+A ExpoDatabase

<http://bit.ly/medt-7-7>

Deutscher Fachverlag

A database of 10,000 trade shows, particularly strong on European trade shows. It also includes a detailed index by industry, from advanced materials to yarns. The database is also searchable by country.

ExpoCentral

<http://bit.ly/medt-7-8>

Expo Central International

A database of 8,000 tradeshows, including good coverage of Mexican tradeshows. Browse by industry sector, or by region and country.

J-messe

<http://bit.ly/medt-7-9>

Japan External Trade Organization (JETRO)

The database has more than 22,000 tradeshows with excellent coverage for Asia: 2,700 each from Japan and China including Hong Kong. Search by keyword, industry, date or location.

EventsEye

<http://bit.ly/medt-7-10>

EventsEye.com

Bilingual file of 8,000 tradeshows. Search by name, theme, date or location. “Themes” are 150 broad topics, such as “jewelry” or “mining technologies”, with about 50 entries under most themes.

Country Travel Reports

<http://bit.ly/medt-7-11>

Foreign Affairs and International Trade Canada

Safety and security conditions, health questions and entry/exit requirements for the country or countries you may be visiting.

7b.Trade Leads

Virtual Trade Commissioner

<http://bit.ly/medt-7-12>

Foreign Affairs and International Trade Canada

Customized market information from the Canadian Trade Commissioner Service. Companies must register to access this service. Once registered, businesses receive a personalized web page containing market information and business leads and can request services online from the Trade Commissioners. Industry and target market information updates are also provided.

RFPSource.ca E-Marketplace

<http://bit.ly/medt-7-13>

RFPSource

An e-marketplace that matches Canadian products and services with business opportunities posted by domestic and foreign corporations and governments, at no charge to the registered user. The site includes a business capabilities database, and international bid/tender matching system. Registration required.

Development and Humanitarian Aid Markets

<http://bit.ly/medt-7-14>

Foreign Affairs and International Trade Canada

Explanation of markets in developing countries and humanitarian relief. Links to development banks and aid agencies. Includes the Partnering Guide for Canadians to Pursue Multilateral Development Bank (MDB) Projects.

Federal Business Opportunities

<http://bit.ly/medt-7-15>

FedBizOpps (FBO)

U.S. Federal government procurement opportunities valued at over U.S. \$25,000.

Acquisition Central

<http://bit.ly/medt-7-16>

Integrated Acquisition Environment (IAE)

IAE is the E-Gov Initiative that is streamlining the U.S. federal acquisition process. This portal links to the acquisitions pages of 65 federal government agencies.

Evaluating Trade Leads

<http://bit.ly/medt-7-17>

ZDNet and JPG Consulting

An article by Jeffery P. Graham, on evaluating trade leads, especially those posted on international web sites.

7c. Distribution Channels

Checklist for Evaluating Potential Export Sales

Representatives

<http://bit.ly/medt-7-18>

Export Institute USA

A one-page checklist, taken from the Export Sales and Marketing Manual by John R. Jagoe.

Evaluating Foreign Distributors

<http://bit.ly/medt-7-19>

ZDNet and JPG Consulting

Article by Jeffery P. Graham, describing what a foreign distributor can do for the exporter, evaluating the options of using an export intermediary versus setting up an international marketing department within your company, and evaluating potential foreign distributors.

Traveller's Checklist

<http://bit.ly/medt-7-20>

Foreign Affairs and International Trade Canada

Covers the steps to take before leaving Canada.

7d. Advertising Media

Mondo Times

<http://bit.ly/medt-7-21>

Mondo Code LLC

Database of 24,500 newspapers and trade journals worldwide. Click on “local media by country” to search for local newspapers. Click on “major media by topic”, then on Business, to find trade journals. The default listing is for North America, but you may choose a different international region, or search directly by country.

ABYZ News Links

<http://bit.ly/medt-7-22>

ABYZ Web Links Inc

This site mostly lists newspapers, but it also covers broadcast, internet, magazines and press agencies (BU indicates business focus). Search by country, sites include locally-published national and regional sources as well as background information (e.g. CIA World Factbook) and foreign news services (e.g. Balkans Today).

Kidon Media-Link

<http://bit.ly/medt-7-23>

Kidon Media-Link

This is a Netherlands-based web site that includes 19,500 newspapers, magazines, TV and radio stations, and news agencies. Search by country or by keyword, or sort by language.

Media Jumpstation

<http://bit.ly/medt-7-24>

Direct Contact PR

Links to U.S. magazines by subject or industry sector. Also links to U.S. newspapers, by state, and to U.S. radio and TV stations.

Latindex – Medios

<http://bit.ly/medt-7-25>

Color Vivo Internet

Database of newspapers, magazines, radio and television stations in Central and South America. Search by media type, or browse by country. Spanish text.

7e. E-Commerce

E-Business Trade Roadmap

<http://bit.ly/medt-7-26>

Industry Canada

Links to public and private sector websites focusing on Internet-based international trade transactions, and grouped by subject headings representing the various stages of a commercial transaction over the Internet. Transaction steps are: readiness assessment, generate e-trade leads, qualify e-trade leads, electronic trade negotiations, online order execution, implement e-payment systems, and implement global e-customer support. Another guide on this page is Being Global, Looking Local – The Art of Localization via e-Business.

E-Business Diagnostic

<http://bit.ly/medt-7-27>

Business Development Bank of Canada

Two free diagnostic tools: E-business relevance diagnostic and e-business readiness diagnostic.

U.S. Industries and Organizations

The United States is often the first foreign market that Canadian exporters tackle. A lot of information is available to develop exporting plans, but the volume of data can be daunting. This section describes useful Web sources of information on U.S. industries, companies and trade associations.

8. U.S. Industries and Organizations

8a. U.S. Industry Statistics

Economic Census

<http://bit.ly/medt-8-1>

U.S. Census Bureau

Produced every five years as seven separate titles according to business type: construction industries, manufacturers, mineral industries, retail trade, service industries, transportation and wholesale trade. Each of these has three sub series: geographic data for metro areas, counties and cities; detailed industry data by NAICS code; and a subject series for special topics, for example, floor space and customer statistics for retailers. Most of the material from the 2007 Economic Census was published in 2009.

Manufacturing, Mining and Construction Statistics

<http://bit.ly/medt-8-2>

U.S. Census Bureau

Main page for a statistical series focused on the mining, manufacturing and construction industries in the U.S. “Current Industrial Reports” provide quarterly production and shipment statistics on each of 66 U.S. industry sub-sectors, such as electric lighting fixtures.

Annual Survey of Manufactures – Statistics for Industry Groups and Industries

<http://bit.ly/medt-8-3>

U.S. Census Bureau

The U.S. Census Bureau conducts the Annual Survey of Manufactures in each of the four years between the economic census. Estimates for employment, plant hours, payrolls, value added by manufacture, capital expenditures, cost of materials, inventories, value of industry shipments, and fuels and electric energy consumed for most manufacturing industries in the U.S. Estimates are based on reports from a representative sample of manufacturing establishments with paid employees. This page also links to Value of Product Shipments, which provides shipments data for the 473 six-digit NAICS product groups, 1,450 seven-digit NAICS product classes, and products primary to more than one industry.

Geographic Area Statistics

<http://bit.ly/medt-8-4>

U.S. Census Bureau

Data collected every 5 years in the Economic Census, with annual updated estimates from the Annual Survey of Manufactures. Statistics at the “all manufacturing” level for the United States, each state, and the District of Columbia. Data at the three-digit NAICS level for employment, payroll, value added by manufacture, cost of materials consumed, value of shipments, and total capital expenditures. Data for detailed capital expenditures, supplemental labor costs, fuels and electric energy used, and inventories by stage of fabrication are presented at the U.S. and state levels.

County Business Patterns

<http://bit.ly/medt-8-5>

U.S. Census Bureau

An annual series that provides U.S. sub-national economic data by industry (NAICS). Businesses use the data for analyzing market potential, measuring the effectiveness of sales and advertising programs, setting sales quotas, and developing budgets. Note that the series excludes data on self-employed individuals, employees of private households, railroad employees, agricultural production employees, and most government employees.

Business.Gov

<http://bit.ly/medt-8-6>

U.S. Government

Links to federal data sources, including demographics, economic indicators, employment, income, production, trade and industry statistics.

State Data Centers

<http://bit.ly/medt-8-7>

U.S. Census Bureau

A federal U.S. portal designed to locate sources of statistics generated by state (non-federal) government agencies. The main options are to browse for statistics by state or by agency subject, but there's also an A-Z listing of more than 400 topics, and a search capability.

FedStats

<http://bit.ly/medt-8-8>

Federal Statistical Agencies

Provides easy access to statistics and information produced by more than 100 U.S. Federal Government agencies. Browse by agency or by state.

Encyclopedia of American Industries

<http://bit.ly/medt-8-9>

Thomson Gale

Brief overviews of U.S. industry sectors, by SIC code. It describes industry structure, development, current conditions, industry leaders, and workforce. (Supported by advertising)

Foreign Trade Statistics

<http://bit.ly/medt-8-10>

U.S. Census Bureau

This is the main site for foreign trade statistics as compiled by the U.S. Census Bureau. In particular, trade by commodity (<http://bit.ly/medt-8-11>) allows you to view trade statistics on specific products, by country, being imported into the United States.

American FactFinder

<http://bit.ly/medt-8-12>

US Census Bureau

A primary source of demographic information.

Consumer Expenditure Survey (CE) - Spending

<http://bit.ly/medt-8-13>

US Bureau of Labour Statistics

Consumer Expenditure Survey provides information on the buying habits of American consumers, including data on their expenditures, income, and consumer unit (families and single consumers) characteristics. The most recent data tables are for 2007. Under the Spending tab is also How Americans Spend Time. Under other tabs are wages, consumer price indexes, etc.

Interactive Tariff and Trade DataWeb

<http://bit.ly/medt-8-14>

U.S. International Trade Commission

Registration is required to access detailed trade data: U.S. imports by 6-digit Harmonized Tariff Schedule (HTS) and country. The Commodity Translation Wizard assists the conversion between HTS codes, SITC and NAICS codes. The Tariff Database includes searches by HS code, or by key word in the full legal text of chapters.

8b. Other U.S. Industry Sources

Alacra Industry Spotlights

<http://bit.ly/medt-8-15> (click on Alacra Spotlights)

Alacra, Inc

Detailed proprietary reviews and commentary on web-based sources of industry specific content, including portal websites, sources of statistics, news sources, trade magazines, company databases and regulations. Covers 70 industries, from aerospace and defense to waste management.

Industry Information Resources

<http://bit.ly/medt-8-16>

Business Valuation Publications

Under Industry Categories, by U.S. SIC, link to industry resources and data from trade associations, industry publications and research firms, on industry overviews, financial ratios and benchmarking resources, compensation and salary surveys, and business valuation sources. Covers approximately 300 manufacturing and service sectors.

VertMarkets

<http://bit.ly/medt-8-17>

VertMarkets Inc.

This software firm builds industry-specific portals for clients such as industry associations. From its main page, under Industry Marketplaces, you can link to 68 industry portals, from AdhesivesandSealants.com to Wireless Workforce Online, all built to the same format. A typical VertMarket portal includes industry news, a buyers' guide or similar industry directory, product showcase, subscription newsletter, a bookstore, tools such as calculators, etc.

Penton Media

<http://bit.ly/medt-8-18>

Penton Media

Penton publishes more than 110 business-to-business journals and manages 96 tradeshows, whose web sites can be reached from this home page.

Reed Business

<http://bit.ly/medt-8-19>

Reed Business Information

Reed is a worldwide publisher of trade journals. From this U.S. home page, there are links to 80 industry journals.

U.S. Food Industry Resource Directory

<http://bit.ly/medt-8-20>

Agriculture and Agri-Food Canada

A directory of government sources, industry publications and trade associations (alphabetically and by food category) relevant to the U.S. food industry. (2005 is the latest edition)

HispanSource

<http://bit.ly/medt-8-21>

James J. Hill Reference Library

One-stop resource for research, reports, and references related to marketing to the Hispanic community in the U.S. Categories include marketing, consumers, demographics, research, associations, print media, broadcast media, interactive media, events, general business resources, professional research, and training. (Registration required)

8c. U.S. Companies

Quirk's Researcher Sourcebook

<http://bit.ly/medt-8-22>

Quirk's

Directory of 7,000 companies providing market research services. Search by state or province, and by area of research or industry specialization.

AIIP Online Member Directory

<http://bit.ly/medt-8-23>

Association of Independent Information Professionals

Directory of AIIP member companies that can provide secondary market research. Search the member directory by industry sector and by location.

Thomas Register of American Manufacturers

<http://bit.ly/medt-8-24>

Thomas Publishing Company

Comprehensive database of more than 173,000 U.S. and Canadian manufacturers. Registration is required, and is free. Search by company name or browse through 67,000 product categories, and restrict by state or province. Also very useful is Thomas Global Register at *<http://bit.ly/medt-8-25>*.

MacRae's Blue Book

<http://bit.ly/medt-8-26>

Owen Media Partners

Search by company or industrial product, or browse through 100 product categories, from abrasives to wire. Links to Europages (<http://bit.ly/medt-8-27>), Mexico Maquiladora Directory (<http://bit.ly/medt-8-28>) and other industrial directories.

Freightworld

<http://bit.ly/medt-8-29>

Freightworld.com

A portal dedicated to the logistics industry. Under “Modes”, find links to companies by industry sub-sector, and by country. Under “Services”, find links to customs brokers, associations, government sites, etc.

YellowPages.Com

<http://bit.ly/medt-8-30>

YellowPages.Com, Inc

Search by category and location, or limit first to cities or states.

Dynamic Small Business Search

<http://bit.ly/medt-8-31>

U.S. Small Business Administration

Database of small businesses in the U.S., searchable by state, NAICS code, and other attributes.

IndustryNet

<http://bit.ly/medt-8-32>

Manufacturers' News, Inc

Directory of 640,000 U.S. companies providing machinery, parts, supplies and business services. Search by product or company name, and restrict search by region.

Business Filings Databases

<http://bit.ly/medt-8-33>

LLRX.com

Latest update December, 2009. Listing and description of U.S. state offices where companies file their documents online. This site also provides direct links to the filing databases for those state offices. For each state, identifies what kind of information is filed online by state – trademarks, annual reports, license applications, etc.

8d. U.S. Trade Associations**ASAE Gateway to Associations Online**

<http://bit.ly/medt-8-34>

American Society of Association Executives

A gateway to more than 6,500 U.S. association websites. Search by keyword or location.

Consumer Goods Related Trade Associations

<http://bit.ly/medt-8-35>

U.S. International Trade Administration

Links and contact information for 66 U.S. trade associations.

**FITA Directory of International Trade Associations in
North America**

<http://bit.ly/medt-8-36>

Federation of International Trade Associations

A directory of 450 international trade associations located in the United States, Canada and Mexico.

Chamber of Commerce and Industry Directory

<http://bit.ly/medt-8-37>

World Chambers Network

An international database of 14,000 local, regional or trade related chambers of commerce. Search by geographic location or keyword.



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