



EXPORT PROGRAMS

A Summary of Programs and Information Sources Available
to Toronto Companies Interested in Starting to Export or
Increasing Their Export Opportunities

Prepared by
City of Toronto, Economic Development and Culture
www.toronto.ca/business

September 2010

Table of Contents

Agriculture and Agri Food Canada	3
Business Development Bank of Canada	4
Canada Border Services Export Program	7
Canada Business – Services for Entrepreneurs	8
Canada Mortgage and Housing Corporation – International (CMHC International)	10
Department of Foreign Affairs and International Trade (DFAIT) The Canadian Trade Commissioner Service	11
Export Development Canada (EDC)	13
Forum for International Trade Training (FITT)	15
International Trade Branch – Province of Ontario	16
Industry Canada	18
Ministry of Agriculture and Food OFEX Export Services	19
Ontario Chamber of Commerce	21

Agriculture and Agri Food Canada
www.agr.gc.ca

Ontario Regional Office
174 Stone Road West
Guelph, Ontario, N1G 4S9

Melissa Furkalo
Tel: 519-780-8099
Fax: 519-837-9782
E-mail: Melissa.furkalo@agr.gc.ca

Eugene Jaworski
Tel: 519-780-8002
Fax: 519-837-9782
E-mail: eugene.jaworski@agr.gc.ca

AgriMarketing Program

The [AgriMarketing Program](#) is inviting national industry associations and alliances and technical marketing organizations to submit funding proposals from their SME members for company-specific export market development and export marketing activities to be carried out in Quarters 3 and 4 of 2010-2011. The program will cost-share eligible expenses at 50%, up to a maximum of \$50,000, with the SME providing the remaining 50%. Please note that the program does not fund SMEs to undertake activities in the United States.

If your agricultural business is export-ready, you could access up to \$50,000 to market your agricultural products in international markets. The financing can be used for:

- advertising
- promotions and product demonstrations
- trade shows
- teaching foreign buyers about your products
- trade missions

[Return to Table of Contents](#)

Business Development Bank of Canada
www.bdc.ca

Contact:
1 877 BDC-BANX
(232-2269)
121 King Street West, Suite 1200
Toronto, Ontario M5H 3T9
Phone: 416 973-0341

Market Xpansion LoanTM

Expand your domestic market or explore foreign markets.

BDC's innovative Market Xpansion LoanTM provides up to \$100,000 and can be used to:

- Participate in prospecting initiatives like trade shows overseas
- Develop export and/or e-commerce plans
- Advance SR&ED (Scientific Research & Experimental Development) refunds to replenish working capital, or cover SR&ED consulting costs
- Conduct product development and R&D
- Purchase additional inventory for export

Need more money along the way?

You can apply to have any repaid portion of the loan of \$10,000 or more re-advanced to your company*.

This option is unique to the Market Xpansion LoanTM solution. It gives you the flexibility to borrow more money when you need it.

Export planning

Is your company ready to expand to the global market? Are you looking to assess your international opportunities? To explore new markets?

Exporting may be just what you need to boost sales, and reduce your reliance on traditional or local markets.

What are the benefits of exporting?

- Increase your market size
- Get better prices by establishing a worldwide distribution network
- Increase sales by making international contacts and strategic alliances
- Expand your reach by entering specific markets

How BDC can help you reach out to the world. If exporting is a useful addition to your growth strategy, our specialized export consultants will help:

- Evaluate if your company has the potential
- Develop a sound exporting plan while considering both short and long term goals. Your winning strategy may include trade missions and tradeshow.
- Assess your production needs to implement your export strategy
- Demonstrate to lenders that your strategy is credible and viable
- Understand export financing, international taxation, logistics and regulations
- Learn the fundamentals of exporting, including the global economy, marketing, cultural differences, and political considerations

Going global

Business success is increasingly dependent on a presence in the international arena. And this applies to companies of every size. It may mean exporting products and services abroad, sourcing in foreign countries or improving productivity in order to meet increased foreign demand and competition. Build your presence abroad one step at a time with a clear strategy that focuses on your company's strengths.

International Business Opportunities Centre

BDC joined forces with the International Business Opportunities Centre (IBOC), a part of the Department of Foreign Affairs and International Trade (DFAIT); IBOC helps Canadian companies identify international business opportunities by:

- Communicating information about business opportunities received from Canadian trade offices abroad to Canadian businesses
- Matching these opportunities to the specific capabilities of Canadian companies in a timely and fair manner

Opportunities to develop international contacts

Through this partnership, IBOC provides BDC with specific international business opportunity leads. In turn, BDC matches the specific leads with potentially qualified BDC clients that can decide to pursue the business lead to develop their international contacts and expand their market even more.

Options and Credit Practices in Export Financing

Exporters doing business in unfamiliar territory can expect higher risk, and those additional financial and political risks may require extra financing. To develop a clear and concise export financing plan, you must assess a number of issues.

Working capital

Political risk insurance

Payment guarantees

You may be dealing with clients and intermediaries you hardly know, in an economic context that is foreign to you. Take extra precautions and expect complications, such as late payments and fluctuations in exchange rates. You should have a plan of action in place before such problems arise.

Security for foreign distributors or clients

The people you will be doing business with abroad do not know you, so they may ask you for guarantees. That is particularly true in the public, agriculture and food sectors. The Canadian Commercial Corporation (CCC) offers foreign buyers security by providing a Canadian government-backed guarantee of contract performance. The agency offers a range of pre-contract, advisory and post-contract services.

Long-term financing to purchase fixed assets

As your export venture thrives, your productivity and capacity will need to grow, meaning you may be required to plan for long-term financing. BDC financing products for present and future Canadian exporters combine long-term financing and flexible repayment options. BDC can finance the equipment purchases, retooling and increased inventory that exporters often need. It can also offer commercial real estate financing should you outgrow your current facilities.

Cash in advance

When a domestic buyer has a good credit rating, sales are often made on an open account. However, this approach fully exposes the seller to credit risk until payment has been made. When exporting, there are several ways to protect your sale. One option is to consider asking for cash in advance. This relieves you of collection problems and allows immediate use of the money. Wire transfers are commonly used. Keep in mind that payment by cheque may result in collection delays of up to 6 weeks. If you accept credit card payments, beware of fraud.

Letters of credit

A letter of credit is essentially a financial contract between a bank, its customer and the beneficiary. It outlines the conditions under which payment will be made. The buyer generally specifies the conditions, which usually include provision of insurance forms, bills of lading, customs forms, various certificates and the like. Think of these documents as ways of safeguarding the integrity of the purchased product.

Collections

Collections are usually the responsibility of the exporter's bank. There are 2 types of collections: documentary and draft/clean. In a documentary collection, your bank deals with a foreign bank and sends

payment instructions. A documentary credit means you are entitled to receive payment once the shipping and commercial documents have been presented to the foreign bank. A draft/clean collection is similar to a cheque. The buyer sends a draft while waiting for the shipment to arrive, and the exporter transfers the product when the draft clears. A draft carries a risk similar to that of a cheque, as it may be not honoured.

Open accounts

This is the riskiest payment option, as the risk falls entirely on the exporter. Buyers and sellers will typically negotiate a payment deadline of 30 to 90 days or even longer, depending on the relationship and transaction. If you are considering this form of payment, you need to have a clear understanding of all political, economic and commercial risks involved.

Dealing with payment problems

If negotiations with your customer fail, you should obtain the assistance and advice of your bank, legal counsel and other qualified experts. Since arbitration is often faster and less costly than legal action, this step is preferable, provided both parties agree to take their dispute to an arbitration agency.

[Return to Table of Contents](#)

**Canada Border Services
Export Program**
<http://www.cbsa.gc.ca>

1-800-461-9999

The CBSA Export Program has three main objectives:

- collect timely and accurate export statistics;
- control the export of strategic, embargoed, and dangerous goods, as well as other controlled and regulated goods; and
- control the movement of in transit goods.

Exporting goods from Canada - [A Handy Guide for Exporters](#)

Duty Deferral and Duty Relief Program

The Duty Deferral Program is designed to allow, in certain circumstances, importers, producers, and exporters, to either relieve or defer the payment of import duties on imported goods.

[Duty Relief Program](#) - Enables eligible companies to import goods without having to pay customs duties as long as they intend to export the goods afterwards. For more information on this program, refer to Memorandum D7-4-1, [Duty Deferral Program](#).

- Drawback Program - With the Drawback Program, duty is refunded on previously imported goods when these goods have been exported. For more information on this program, refer to Memorandum D7-4-2, [Duty Drawback Program](#).
- [Bonded Warehouse Program](#) - A bonded warehouse is a facility operated by the private sector and regulated by the CBSA. In such a warehouse, you may store goods without having to pay duties and taxes. This could be beneficial if you are planning on importing goods for the purpose of exporting them. For more information, refer to Memorandum D7-4-4, [Customs Bonded Warehouses](#).
- For more information on these programs refer to the [Memoranda series D7](#) and Memorandum D20-1-4, [Proof of Export, Canadian Ownership, and Destruction of Commercial Goods](#).

Before exporting goods from Canada you must:

1. Obtain a business number:
2. Identify the goods you want to export:
You must have an accurate description of the goods you plan to export before proceeding.
3. Determine the country of origin of the goods:
The origin of goods to be exported can affect permit requirements.
4. Make sure the goods can be exported:
Certain goods cannot be exported from Canada.
5. Restrictions or other requirements:
Determine whether or not the goods being exported are subject to restrictions or other requirements.
6. Entry permission:
Ensure that the goods you wish to export from Canada are permitted to enter the country to which you are shipping.
7. Reporting your exports
8. Retain all records

[Return to Table of Contents](#)

Canada Business – Services for Entrepreneurs

www.canadabusiness.ca

Contact: Toll free: 1-888-745-8888

Export, Import and Foreign Investment

Discover the basics of doing business in other countries. Whether exporting, importing or investing abroad, learn how to take part in these international trade activities.

Getting Started

Starting to Export, writing an export plan, financing, guides and tools

Market Research

Identify countries with the most open markets and the right customers for your goods or services.

Market research can help you target your efforts where you are most likely to succeed. Be prepared to take extra steps and spend more when trying to find markets abroad.

Marketing, Sales and Logistics

Market entry strategies, marketing strategies, exporting a service, delivering goods

Laws, Regulations, and Permits

Permits for regulated goods, business number, reporting exports, customs tariffs and HS codes

Additional Sources of Information

Seminars and Workshops

[Return to Table of Contents](#)

Canadian Commercial Corporation (CCC)

www.ccc.ca

Contact: 416-973-5081

1-800-748-8191

As Canada's export contracting agency, the Canadian Commercial Corporation (CCC) brings buyers and Canadian exporters together through contracts built on the best possible terms and conditions.

CCC was established in 1946 by an Act of Parliament. We are a Crown Corporation, wholly-owned by the Government of Canada.

CCC offers services for both Canadian exporters and buyers outside of Canada:

For Canadian Exporters, CCC wraps the Canadian flag around their proposal, providing a government-backed guarantee of contract performance.

We offer a range of pre-contract, contract advisory and post-contract services.

We can help promote your project, prepare bids or proposals, negotiate and structure contracts, and provide management after the contract is awarded. We can also provide access to working capital and competitive foreign exchange rates.

And because you decide how much you want us involved in your sale, you pay only for those services you use.

For Buyers Outside of Canada, CCC makes it easy to purchase high-quality Canadian products and services.

We help facilitate your purchase by acting as the Prime Contractor or as the Procurement Agent. When we sign as Prime Contractor, our government-backed guarantee of contract performance assures you that the project will be completed according to the contract's terms and conditions.

[Return to Table of Contents](#)

Canada Mortgage and Housing Corporation – International (CMHC International)
www.cmhc-schl.gc.ca

Contact: 416-221-2642
Email: international@cmhc-schl.gc.ca
Terry Robinson-Director, Housing Export
613-748-2333
trobins@cmhc-schl.gc.ca

Canada Mortgage and Housing Corporation is Canada's national housing agency, and an international force for Canada's housing industry. Through CMHC International, we help promote the affordability, adaptability and quality of Canada's housing system around the world, and offer strategic information, advice and support to Canadian companies looking to do business abroad.

CMHC International is an invaluable source of export information, advice and strategic contacts for Canadian businesses at home and abroad. As part of Team Canada Inc. we represent Canadian housing interests around the world, acting as a key point of contact on housing matters with foreign governments, international agencies or buyers seeking housing products or solutions.

If you have an established business and are committed to or are presently exporting, CMHC International can provide you with the tools you need to succeed.

Enhanced Market Intelligence

CMHC International gathers and circulates invaluable information on market conditions, foreign regulatory environments and specific business opportunities, and conducts in-depth studies of foreign markets and housing sectors.

Increased Access to Markets

CMHC International helps to increase access to foreign markets by working with foreign governments and housing agencies to reduce barriers and harmonize building codes and standards. We also facilitate the certification of Canadian systems, making markets more accessible to Canadian products and solutions.

Connection with Foreign Buyers and Industry Promotion

CMHC International can help you gain direct exposure to foreign buyers through networking, strategic matchmaking and other direct assistance and advice. Through Team Canada and independently, we organize trade missions, participate in international trade shows and provide numerous opportunities for connecting our clients with qualified buyers. We host incoming trade missions that provide access to foreign decision-makers seeking answers to housing challenges. And our acclaimed International Training Team travels the world, creating awareness – and increasing demand- for Canadian housing capabilities and expertise.

The Super E® Program

Super E® is a Government of Canada initiative to adapt and promote high-quality, high-performance Canadian housing to the world's growing community of environmentally and quality-conscious builders. Super E® brings much-deserved recognition to superior Canadian products and services. At the same time, Super E® assures foreign buyers that Canadian suppliers are stable and experienced exporters with quality products appropriate to their markets — and that they are committed to after-sales service.

[Return to Table of Contents](#)

**Department of Foreign Affairs and International Trade (DFAIT)
The Canadian Trade Commissioner Service**

www.international.gc.ca

151 Yonge Street, 4th floor
Toronto, Ontario
M5C 2W7

Tel: (416) 973-5053

1-888-306-9991 (toll free in Canada and the United States)

Trade is important to all Canadians. It supports jobs and creates economic activity in every region of Canada. Every Canadian-whether a self-employed entrepreneur, corporate executive or pensioner-has a stake in ensuring that goods and services move smoothly to global markets. We advance Canada's trade interests in two key ways-through the work of the Trade Commissioner Service, and through our efforts to negotiate and administer trade agreements and rules.

The Virtual Trade Commissioner (VTC) is a gateway to a world of information online. With VTC you can:

- Personalize the online experience with a web page that contains country information and business opportunities that match your international business interests.
- Access current market reports, sector-specific news and trade events.
- Receive assistance and request services from Trade Commissioners located in Canada and in your market.
- Be notified when new information is published to your VTC.

The Canadian Trade Commissioner Service delivers key market intelligence on foreign markets to Canadian businesses and organizations.

[Market Report Access](#)

Each market report includes the following:

- a detailed analysis of the country's sector and related sub-sectors;
the main opportunities and challenges for Canadian companies;
key Canadian government contacts in the field, ready to help you in your target market.
- Business leads and news
- On-line service delivery
- Information about your company available to Trade Commissioners abroad

Login to your Virtual Trade Commissioner anytime to view market information, business opportunities, make service requests and even update your company's registration information. Best of all, it's FREE!

[Step by Step Guide to Exporting](#)

The [Step-by-Step Guide to Exporting](#) is intended to help you learn about the world marketplace and how your company can do business there. It concentrates on the overall principles of exporting and describes the processes that businesses commonly use to develop export strategies tailored to their needs. Among other things, the guide will help you to :

- assess your company's export readiness
- build an export plan
- research and select your target market
- create an export marketing plan
- determine the best methods of delivering your product or service to your target market
- develop a sound financial plan
- understand the key legal aspects of international trade

[Return to Table of Contents](#)

Export Development Canada (EDC)

www.edc.ca

Contact: 416-640-7600

150 York Street. Ste. 810

Toronto, ON M5H 3S5

Export Development Canada provides Canadian exporters with financing, insurance and bonding services as well as foreign market expertise.

Insurance Solutions for Canadian Companies

Whether for one sale or project, or multiple contracts, we have the insurance solution to cover you.

[Accounts Receivable Insurance](#) covers your receivables up to 90 per cent of losses resulting from commercial or political risks.

[Single Buyer Insurance](#) covers unlimited sales to one customer for 180 days.

[Contract Frustration Insurance](#) covers up to 90 per cent of your losses for one export contract.

[Political Risk Insurance](#) protects your overseas assets, including equipment and manufacturing facilities.

[Performance Security Insurance](#) covers up to 95 per cent of your losses if your customer demands payment of a bond issued by your bank without valid reason.

Financing

EDC provides export financing to buyers of Canadian capital goods and services. With our export financing in place, you can offer your international buyers flexible financing and payment options to increase your competitive advantage.

[EXPORT Express Credit](#) is tailored to the needs of small business and provides unsecured loans to help you grow your export business.

[Export Guarantee Program](#) enables you to obtain loans from your financial institution to provide you with the financing you need for your export-related activities or foreign investments.

A [Financial Security Guarantee \(Offshore\)](#) can be used to replace the collateral usually required when you need to secure operating lines of credit with a foreign bank for your foreign affiliate.

[Supplier Financing](#) provides you with access to cash rather than waiting for payment from your foreign buyers.

[Equity Investments](#) helps you access equity and venture capital to grow your international business.

[Project Finance](#) provides project sponsors with access to limited-recourse financing for large-scale global infrastructure and industrial projects.

[Buyer Financing](#) can help you offer your customer extended payment terms by providing them with financing for an export sale of capital goods and/or services.

[Financing Solutions for Foreign Companies](#)

We have developed a number of innovative ways to support foreign buyers of Canadian goods and/or services through loans, guarantees and lines of credit. We can now also provide financing support for [inbound foreign investment projects](#).

[Loans](#) offer flexible financing options for foreign buyers of Canadian goods and/or services.

[Guarantees](#) can be provided when another financial institution is prepared to participate in the financing of an export sale. We can work with them on a risk-sharing basis.

[Lines of Credit](#) can be established for foreign companies intending to buy repeatedly from Canadian companies. We also have lines of credit established with various foreign financial institutions worldwide that can on-lend money to buyers of Canadian goods and/or services. These lines of credit are particularly suitable for smaller transactions.

[Bonding Solutions for Canadian Companies](#)

If doing business with foreign customers is tying up your working capital, we have a solution. We can help free up your money by providing guarantees to your bank so that they, in turn, can issue guarantees to your customers and suppliers.

[Online Services](#)

At EDC, we specialize in finding innovative ways to help Canadian exporters minimize risk and maximize opportunity wherever they do business. EDC's new online products and services are designed to help Canadian exporters in several different ways. How can we help you?

Do you need to conduct a buyer credit check?

- [EXPORT Check](#) lets you check out 70 million companies in more than 100 markets. For as low as \$60, you can find out whether EDC considers your foreign buyer insurable. And if you want more details about the company's credit and financial history, you can buy a D&B Business Information Report.

[Publications & Subscriptions](#)

- EDC is a trusted source of information about global markets, economic trends analysis, and strategies for export.
- We offer a range of complimentary subscriptions to weekly, monthly and quarterly publications—articles, electronic newsletters and magazines—to keep you current on developments relevant to your industry and business. Whether you're running a small, medium or large company, you'll find helpful insights to guide your international business growth.
- EDC also offers a number of brochures, reports and guides about EDC policies and practices, and topics of importance such as corruption, business ethics, and new markets.

Are you ready to take on the export challenge?

- Sometimes exporting is the next logical step in your company's growth, or it's the only way for you to do business. Fill-out our online [EXPORT Able](#) Questionnaire to see how ready you are!

[Return to Table of Contents](#)

Forum for International Trade Training (FITT)

www.fitt.ca

Contact: 1-800-561-FITT (3488)

International trade is vital to the economic and social development of Canadian society and the enhancement of its quality of life. The identification and successful pursuit of opportunity — wherever located — depends upon commitment, vision and, crucially, the skills and knowledge to realize it. FITT - Canada's centre for international trade training and certification - is a national, not-for-profit, professional organization, founded in 1992 by industry and government to develop and deliver international trade training programs and services, establish country-wide standards and certification, and generally ensure continuing professional development in the practice of international trade. FITT programs are delivered across Canada through community colleges, universities, private organizations and online.

FITT is the only organization in Canada to accredit a professional designation to international trade practitioners, the C.I.T.P. (Certified International Trade Professional).

[FITT Delivery Partners](#) follow the FITTskills curriculum and their students write FITTskills Assessments. FITT issues transcripts, Certificates of International Trade (4 courses) and Diplomas of International Trade (8 courses) to these students. FITT Diploma holders meet the educational requirements for the CITP* designation.

[Return to Table of Contents](#)

International Trade Branch – Province of Ontario

<http://www.ontarioexports.com>

Contact: 416-314-8200

Email: trade.officer@ontario.ca

Exports help Ontario prosper by creating permanent, high quality jobs. As the country's leading exporting province, accounting for approximately half of Canada's exports, Ontario's trade position faces a promising future.

The Investment and Trade Division supports the ministry's goal through its mission of connecting business in Ontario and throughout the world with people, products and ideas that make Ontario "Canada's Economic Powerhouse"

The International Trade Branch of the Investment and Trade Division helps Ontario firms grow, prosper and create jobs through international trade.

[New Exporters to Border States Program \(NEBS\)](#)

The New Exporters to Border States (NEBS) program is a practical, hands-on introduction to the basics of exporting to the United States. Designed for Ontario small and medium-sized enterprises (SMEs), NEBS is ideal for anyone working in marketing, sales, management, or business development

Eligibility and costs

To participate in NEBS, your company must be export-ready, in business for at least one year, and have a manufacturing or service base in Ontario.

There is a registration fee for each individual participating in NEBS. Return transportation from the departure point and some meals are provided. Participants are responsible for the cost of accommodation and any incidental expenses.

Contact: Elaine Marks

Email: elaine.marks@ontario.ca -Tel: +1-416-325-6665

[IT Exporters to the U.S. Border States \(ITEXus\)](#)

IT Exporters to the U.S. border states (ITEXus) is a two-day export development program for Ontario IT companies. The program introduces IT companies to buyers, manufacturers' representatives, distributors and value-added resellers (VARs) in U.S. border states. Participants attend a regional trade show and market briefings on banking, taxation and other key export topics.

Eligibility and costs

To participate in ITEXus, your company must be export-ready, in business for at least one year, and have an IT manufacturing or service base in Ontario.

There is a registration fee for each individual participating in an ITEXus mission. Participants are responsible for their own travel, accommodation and incidental expenses

Contact: Mauricio Ospina

Email: mauricio.ospina@ontario.ca -Tel: +1-416-325-6151

[Return to Table of Contents](#)

Industry Canada

www.ic.gc.ca

Trade and Investment

Agreement on Internal Trade

Agreement designed to eliminate barriers to trade, investment and mobility of persons, goods, services and investment within Canada.

Canadian Company Capabilities

Database of Canadian companies that supply goods and services to organizations.

- Find Canadian suppliers with national and international import/export experience
- Connect to buyers, distributors or partners
- Increase the visibility of your company to government and private sector procurement professionals
- Receive business opportunities posted by both the public and private sector

Canadian Importers Database

Database of companies that import goods into Canada.

e-Business Trade Roadmap

Information for small and medium-sized enterprises that use the web to export their products or services. The e-Business Trade Roadmap is geared to SMEs (small and medium-sized enterprises) who, as a result of establishing a website, are potential exporters of products or services.

Manufacturing 20/20

Provides Canadian manufacturers with an overview of Government of Canada programs and activities that exist to help them remain innovative and competitive in the global marketplace.

Trade Data Online

Customized reports on Canadian and U.S. trade in goods with more than 200 countries

[Return to Table of Contents](#)

Ministry of Agriculture and Food OFEX Export Services

URL: <http://www.omafra.gov.on.ca>

Contact: 1-888-466-2372

Email: food@omafra.gov.on.ca

OFEX Export Services

Ontario Food Exports (OFEX), of the Ministry of Agriculture, Food and Rural Affairs, is the Ontario government program that assists the food and beverage sector to increase sales revenue by identifying and maximizing their export opportunities.

Counseling

Experienced specialists within Ontario Food Exports (OFEX) provide Informal direction and market information to exporters as well as sourcing marketing information for those looking to expand their sales base.

Sector Specialists are available to assist Ontario exporters:

- Specialty/Gourmet, Natural/Health, Deli, Dairy, Pet Food
- Bakery, Cereals, Prepared Frozen Foods
- Fruit & Vegetable, Horticulture, Prepared & Dry Ingredients
- Beverages, Confectionery & Snack, Processed Meats
- Primary Agriculture, Fresh Meat (Poultry, Beef, Pork, Fish & Game)

Geographic Specialists target the following market areas:

- Asia / Pacific
- Mexico/UK/Germany
- United States

Incoming Missions

Enabling buyers to meet Ontario suppliers and view production facilities first hand has been key in completing business between many foreign buyers and Ontario companies. OFEX works closely with Ontario firms in organizing effective itineraries for foreign buyers.

Contact your sector specialist or goexport@omafra.gov.on.ca for information on upcoming trade events.

Outgoing Missions

Organization of trade missions by OFEX allows Ontario companies to establish contact with key importers and distributors worldwide in the marketplace. Experience has shown that personal relationships established on a trade mission are critical to gaining and maintaining sales in export markets

International Trade Shows

Ontario Food Exports co-ordinates participation for Ontario companies at selected international trade shows. These shows facilitate contact with potential buyers as well as provide a showcase to display their products. In addition, OFEX staff are able to advise you as regards to the major international trade shows that could fit your company's strategies.

A listing of food industry events and trade shows can be found at Agriculture & Agri-Food Canada.

Seminars

OFEX sponsors a variety of seminars. Some concentrate on a specific geographic market for a variety of products, while others may focus on individual product sector's export opportunities in a number of markets.

[PROFIT - Food Export Seminar](#)

The New-to-Exporting Seminar, PROFIT (Program to Raise Ontario Foods International Trade) is designed specifically for those new to food exporting to the U.S.A. Whether new to exporting, or have colleagues who need export training, this program is an outstanding opportunity. This two-day seminar is critical in assisting an organization to build its export strength. Featuring industry speakers and key contacts that know the export process, PROFIT will prepare a company for what is needed to succeed in the US market.

U.S. Trade Advisors

Locally contracted U.S. Trade Advisors in the United States work with the geographic specialists to facilitate buying opportunities for Ontario exporters and to provide 'on-the-spot' market insight.

Sourcing

A comprehensive database is used to match suppliers and buyers.

Contact your sector/geographic specialist or goexport@omafra.gov.on.ca for more information.

Resource Centre

OFEX provides a Resource Centre in Guelph, open to all Ontario agri-food processors, with information on markets, trends, brokers, distributors, agents and many other useful marketing tools.

Publications

OFEX develops a variety of publications on varying markets and distribution channels. In addition, OFEX publishes the quarterly industry update The Ontario Agri-Food Exporter.

Statistics

Statistics on OMAFRA's web site are compiled by the Statistics Unit of the Economic Development Policy Branch, to serve as the source of agriculture and food statistics for the province of Ontario

[Return to Table of Contents](#)

Ontario Chamber of Commerce

www.occ.on.ca

Contact: Louie DiPalma, Program Manager

Ontario Chamber of Commerce

Phone #: 416-482-5222 ext. 227

Email: info@exportaccess.ca

Export Market Access (EMA)

Export Market Access: A Global Expansion Program (EMA) is designed to assist small to medium size organizations (SMEs) to access and expand their growth in foreign markets that are beyond the U.S.

There are four categories of eligible activities:

Direct Contacts

International trade shows, fairs and exhibits as well as incoming and outgoing missions which are verifiable and supported by a recognized third party such as governments (municipal, provincial and federal) and trade related organizations.

Marketing Tools

Developing promotional materials to be used for increasing awareness of applicant's activities, and goods and services for potential international buyers and/or foreign audiences to broadly market the applicant's products.

Market Research

Conducting market research for more precise international market targeting.

Foreign Bidding Projects

This element of EMA is intended for providers of professional services (engineering, consulting, constructions etc.) bidding on foreign projects against foreign competition.

Who is Eligible?

1. A small to medium sized company with an export mandate, whose goods and services currently exist and are produced in Ontario
2. A new or emerging exporter with a minimum of **5 employees to a maximum of 500 employees** or partnerships/consortium of small to medium sized new or emerging exporters meeting the following criteria:
 1. **Annual sales of \$500,000** or more
 2. Currently established and operating in Ontario
 3. Registered company (federally or provincially) for minimum of two years
 4. In full compliance with all government laws and regulations
 5. Not receiving any other contributions from public funds towards the activities contained in the funding application other than support provided through export development programs offered by the International Trade Branch of the Ontario Ministry of Economic Development and Trade

Note: Applicants do NOT need to be members of the Ontario Chamber of Commerce to apply.

[Return to Table of Contents](#)