



Canadian Guide to Export Expansion

**How to Assess, Target, and Reach
New International Markets**



The Government Funding Planners™

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Introduction



Canada's Role as an Exporting Country

According to a [report by the Observatory of Economic Complexity \(OEC\)](#), Canada was ranked number 10 in the world in terms of GDP and number 11 in terms of total exports for 2019. The most up to date OEC information on exporting, collated through [multifarious means](#), such as academic papers, government reports, and more, suggest the following:

- The annual exports of Canada have increased by C\$13.5B (35.9%) from C\$37.6B to C\$51B;
- The annual imports increased by C\$7.73B (17.7%) from C\$43.6B to C\$51.4B;
- In June 2021 the exports of Canada were mainly from Ontario (C\$16.9B), Alberta (C\$11.9B), Quebec (C\$8.39B), British Columbia (C\$5.13B), and Saskatchewan (C\$3.06B); and
- In 2019, Canada was the world's biggest exporter of Sawm Wood (\$6.35B), Raw Aluminium (\$5.45B), Potassic Fertilizers (\$5.27B), Rapeseed (\$3.23B), and Rapeseed Oil (\$2.6B).

Business Expansion Challenges

Business expansion is irrevocably connected to exporting goods and services to global markets. However, expanding into new and foreign markets presents a number of challenges for Canadian businesses.

The purpose of this white paper is to educate readers about current exporting challenges, opportunities, and resources available to Canadian small to medium sized enterprises (SMEs).

As a new or seasoned exporter, you may find yourself overwhelmed at the amount of information available from the Canadian and Ontario governments, as well as the variety of international resources available. Building your knowledge of resources, rules and regulations, and online tools is a significant aspect of becoming a successful exporter.

Fortunately, this guide provides an overview of over 100 resources that are most valuable to new or existing exporters.

** Please be advised that during the ongoing COVID-19 pandemic, trade shows and other exporting events have transitioned to an online space including webinars, video calls, digital tools, and more. Some content mentioned in this white paper may or may not be a possibility for global expansion depending on a multitude of factors. **

Goods Exports per Destination

Country	2020 Value in \$ Billions
United States	413,194
European Union	52,605
China	28,882.4
United Kingdom	23,464
Mexico	7,759

[\(Source\)](#)

Goods Exports per Sector

Sector	2020 Value in \$ Billions
Crude Petroleum	85,650
Motor Vehicles	51,664
Gold	18,442
Refined Petroleum	15,539
Vehicle Parts	13,645

[\(Source\)](#)



Socio-economic & Trade Statistics

Trade Commissioner Service (TCS)

Find information about the best growth opportunities for your sector.

This [online information hub](#) lists countries by sector that have the best opportunities for growth. When you click on a specific country, further details are available including:

- Market Facts
- Market Reports
- Visit Information
- Trade Events
- TCS Locations

Access

Global Affairs Canada

[Global Affairs Canada](#) promotes the country's international trade, and helps businesses explore export opportunities. Access the department's website for details on:

- Exporting from Canada
- Importing into Canada
- Trade negotiations and agreements

Access

COVID-19 Disclaimer: As the current climate of exporting is limited around the world, we encourage all readers to keep in mind that **statistics, funding, and all information are continuously changing.**

Finding the data you need to determine the viability of your business expansion ideas is the first step towards ensuring your success. Here we have compiled the resources that will help you make these decisions. We have organized the information into the following sections:

- **Canadian Trade Data**
- **United States Trade Data**
- **International Trade Data**

Canadian Trade Data

There are several government departments and agencies that provide valuable data for a business looking at business expansion opportunities. These organizations include:

- [Industry Canada](#)
- [Ontario Ministry of Economic Development, Trade and Employment](#)
- [Statistics Canada](#)
- [Canada Trade Commissioner Service](#)

[Industry Canada: Trade Data Online](#)

This Industry Canada site has trade data from a variety of Canadian and U.S. sources updated for the 2021 year. Searches on this site can be done by Product or Industry. The objective of Trade Data Online is to provide customs-based statistics on international trade in goods to help businesses:

- Find new import or export markets;
- Determine competition for products;
- Identify domestic opportunities for import replacement;
- Discover a country's trade balance; and
- Find out what products countries are importing, exporting or re-exporting throughout the world.

[Ontario Trade Fact Sheets: Source from Ontario](#)

From this site, you can access statistical overviews of Ontario's imports and exports to global countries, or to any U.S. state. This includes value of imports and exports, top goods imported and exported, and snapshots of other key trade markers.



Socio-economic & Trade Statistics

United States Census

The Census Bureau's mission serves as the United States' leading provider of quality data about its people and economy.

Canadian businesses seeking expansion opportunities in the United States should consult the Census Bureau's data for greater insight into:

- Age and gender
- Ethnic groups
- Housing
- Computer and internet use
- Health status
- Transportation
- Income and poverty

Access

UN Comtrade Database

The United Nations' Comtrade platform provides a repository of official international trade statistics and relevant analytical tables. This includes visual data that is easily understood by most exporters.

Access

[Canadian International Merchandise Trade Database \(CIMT\): Statistics Canada](#)

The Canadian International Merchandise Trade (CIMT) online database offers detailed trade data using the Harmonized System (HS) classification of goods (based on the 6-digit commodity level). Select a trading partner and specific variables (e.g., country, province, state, year, month, or frequency) or search by commodity or Harmonized System code. You can create customized reports or download data in CSV format.

[CANSIM: Statistics Canada Socioeconomic Database](#)

CANSIM is Statistics Canada's key socioeconomic database. Updated daily, CANSIM provides fast and easy access to a large range of the latest statistics available in Canada.

United States Trade Data

[USA.gov: United States Trade Statistics](#)

This site provides access to information from more than 100 US Federal government agencies that are obligated to release info collected by publicly funded projects. Search or browse by agency or by US state for statistics and trend information on energy use, economic and population trends, farm production, and more.

[American Fact Finder: United States Census Bureau](#)

American FactFinder provides access to data about the United States, Puerto Rico and the Island Areas. The data in American FactFinder comes from several censuses and surveys. American FactFinder is a searchable database providing results based on: Topics, Race and Ethnic Groups, Industry Codes, EEO Occupation Codes and is further definable by geography – state, county, city, towns etc.

International Trade Data

There are a considerable number of resources available to access and analyze international trade and socioeconomic data. The following resources are ones that we find useful and recommend to our clients.



Socio-economic & Trade Statistics

Finding a Market Research Professional

Sometimes it's simpler to hire a professional to help with market research and analysis. Here are two valuable directories to help you find a professional.

Quirks.com

A directory of 6000+ companies offering market research services. Searches by area of research or industry or province/state available.

Access

[Association of Independent Information Professionals \(AIIP\)](http://Association of Independent Information Professionals (AIIP))

This member directory can be sorted by industry sector to find a professional in market research.

Access

globalEDGE: Michigan State University and the International Business Center

globalEDGE is an online portal that was developed by the International Business Center and Michigan State University. The online portal provides access to analysis and resources related to business activities world-wide. One of the important resources from globalEDGE is Global Insights, which offers a database of international business and trade information searchable by industry, country, state, or trade bloc.

United States Census Bureau: International Statistics

This site is an excellent resource for finding statistical information by country. It provides links to International statistical agencies by country. Note that the information is often only available in the language of the county of origin.

European Commission: European Statistics

If you're looking for statistics for the European market, the European Commission is the best statistical resource. The site offers interactive tools and maps and various publications with regional statistical data. Information regarding Regional Stats for countries and smaller regions is summarized. Trade data by industry and region is searchable using an exhaustive search tool.

The World Databank: World Bank

The World Databank is an online web resource that provides simple and quick access to collections of time series data. It has advanced functions, available for registered users, for selecting and displaying data, including enabling customized queries, downloading of data and creating charts and maps. Users can generate dynamic custom reports based on their selection of countries, indicators and years. Unregistered users can generate customized reports, view tables, charts and maps and download data. This site offers a tutorial to demonstrate how to extract data on 228 countries by examining over 1100 indicators of development data through an extensive base ([Tutorial Link](#)).

UNdata: International Stats Database: United Nations

The UNdata site provides United Nations (UN) collected data from 35 globally connected databases. It is very useful for comparing countries and their respective stats or indicators or trade data, economic topics or socio-demographic trends. The international sources of data include: UN, FAO, WIPO, UNWTO, WHO, OECD, ITU, IMF, and other agencies.



Socio-economic & Trade Statistics

Canada's State of Trade: Trade & Investment Update

This report is a comprehensive summary of Canada's commercial activities during the previous year.

It describes the events that took place in the global economy and trade, the main developments in Canada's economy and those of its most important partner economies and regions.

Access

[Comtrade Database: United Nations](#)

The UN Comtrade database contains more than 3.1 billion trade records starting from 1962 that are free to access online. Some fees are charged for additional services and bulk downloads. Data is compiled in monthly and yearly formats by country and by commodity. Statistics are also broken down into the following categories:

- International Merchandise Trade Statistics
- Statistics of International Trade in Services
- Distributive Trade Statistics
- Compilation of Basic Economic Statistics

The UN Comtrade website also provides links to other international data sources, technical publications, methodology information, and numerous publications.

[Trade Map: International Trade Centre](#)

Registration is required for this site but access is free to Canadians for the standard subscription. This site provides significant international trade data by product and country through an interactive tool in the form of tables, graphs and maps - indicators on export performance, international demand, alternative markets and competitive markets. It also offers a directory of importing and exporting companies.

Included on the site is a tool called ProductMap that collects data from over 70 industries to build out product categories through identification and accessing global market trends. There is a helpful tutorial series included on the site that teaches you how to use the advanced features offered by the site.

Analyzing the Data



Learning how to determine if your business is export ready and to articulate this information in the form of a marketing and business plan is a recurring challenge for businesses looking to expand their market.

[Step-by-Step Guide to Exporting: Canada Trade Commissioner Service](#)

This guide provides a useful overview on new exporting activities including general rules and regulations. In addition, it provides businesses with good starting points for:

- Assessing your company's export readiness
- Building an export plan
- Researching and selecting your target market
- Creating an export marketing plan
- Determine the best methods of delivering your product/service
- Developing a sound financial plan
- Understanding the key legal aspects of international trade

[Exporting to the United States - A Guide for Canadian Businesses: Canada Trade Commissioner Service](#)

This guide takes companies on to the next step in exporting by providing useful tools and information about exporting to the United States including:

- Tools you can use to analyze U.S. markets and their characteristics
- The effects of NAFTA on Canadian exporters
- Financing your exports to the U.S.
- Managing cross-border travel
- Border security and its effects on Canadian exporters
- U.S. Customs procedures and regulations

[EDC-FITT International Trade Training](#)

From the Forum for International Trade Training (FITT), this site provides in-depth training courses, available online for topics related to international trade.

[Training Programs and Seminars for New Exporters: Ministry of International Trade](#)

1-2 day training programs are available for new Ontario exporters exploring the United States or other international markets.

Reference Information for Canadian Exporters

[Reference List for Exporters: Canadian Government Departments and Agencies](#)

A list of federal government departments and agencies and their area of responsibility and relevant commodities that are assessed when exporting.

[Glossary of Commonly Used Terms: Canadian Border Services Agency](#)

Comprehensive list of terms and words used by the Canadian Border Services Agency related to exporting.

[Acronyms and Abbreviations: Canadian Border Services Agency](#)

Common acronyms and abbreviations used by businesses both domestically and internationally.

Analyzing the Data



[Exporting Webinars: Canada Trade Commissioner Service](#)

Explore the learning opportunities available from the Canada Trade Commissioner Service to acquire the latest knowledge about exporting opportunities in various countries and industries.

[Principles of Marketing Tutorials: KnowThis.com](#)

Available online as free marketing tutorials, this site provides detailed and easy to follow information about basic and more complex marketing concepts and methodology. For a business looking to gain some marketing knowledge this is a great resource. The tutorials cover:

- Market Research and Data Collection
- Advertising and Promotion
- Marketing Planning and Strategy
- How to Write a Marketing Plan

[Market Potential Index \(MPI\) for Emerging Markets: globalEDGE](#)

This unique tool provides significant value for businesses involved in emerging markets. Countries are evaluated on eight dimensions as to their market potential. The most recent data is used to provide an indexing of counties that are part of the emerging markets.

How to Mitigate the Risks of Export Expansion Projects

For many businesses, entering a new market is a risky, time consuming, costly, and stressful endeavor. While businesses that already export can benefit from previous experience, existing processes, and internal know-how when entering a new market, there are still many risks in export expansion.

While there are significant opportunities available to Canadian businesses going global – enormous marketplaces, reduced trade barriers, etc. – there are also considerable risks involved in the process.

In this post, we'll review some key strategies for mitigating export risk.

Access



International Trade Show Resources

Doing Business 2021: Training for Reform

This is an annually produced report from the International Finance Corporation and World Bank that provides information and assesses regulations affecting domestic firms in 190 economies and ranks the economies in 11 areas of business regulation, such as starting a business, resolving insolvency and trading across borders.

Access

Find Trade Shows and Export Opportunities

Mentor Works maintains two resources that help Canadian businesses learn more about upcoming trade shows and missions:

[Canadian SME Export Trade Shows for Businesses in 2021](#)

[How to Find and Evaluate Export Trade Shows, Conferences, and Events](#)

Trade Shows in Canada and international locations can help you determine and explore market prospects for your product(s). Although trade shows are currently paused during the pandemic, there are still digital opportunities to connect with new buyers, network, and have a close up look at the latest industry innovations.

Trade Show Information: Canada Trade Commissioner Service

The Canada Trade Commissioner Service offers a database of in-person and digital trade shows and trade mission opportunities. You can make use of these resources to connect with foreign buyers and markets.

- [Canadian Trade Show Webinars](#)
- [International Trade Show Webinars](#)
- [Canada Trade Missions Digital Events](#)

International Trade Show Databases

There are several sites on the internet that track trade show events from around the world. You can make use of the information available on these sites to find the best opportunities for your business.

[10Times](#)

10times is the world's largest service provider for business events, including conferences and trade shows. The site's event database contains business expansion opportunities in over 10,000 cities globally.

[Events in America](#)

EventsInAmerica is a comprehensive, informational site designed for the event and trade show industry. It collects and updates information on more than 12,000 trade shows and 2,000 venues; in addition, it collects reviews and ratings from attendees and exhibitors.

[Expo Database](#)

This database of international trade shows is searchable by country, sector or keyword.

[Events Eye](#)

This site offers a searchable database of international trade shows, exhibitions, conferences and business events. The database is searchable by name, theme, date, location, organizer, and keyword.



International Trade Show Resources

Trade Commissioners

Canada's Trade Commissioners are strategically located across Canada and around the world. Their role is to help facilitate trade related connections between Canadian businesses and foreign buyers.

As part of their role, they are a very valuable source of information regarding international markets and exporting opportunities. Trade Commissioners are responsible for arranging international trade missions to assist businesses in making connections in other countries.

Access

[Find a Trade Commissioner](#)

Canada Trade Commissioner Service provides a simple search tool to find Trade Commissioners in Canada and Internationally. The search can be refined by industry or sector.

Trade Show Resources

Whether your company is a new participant in trade shows or a seasoned pro, these resources are worth a glance. Attending a trade show can be a costly commitment. These resources will help ensure you are organized and prepared to attend the show. There is also information to ensure you take advantage of all the marketing opportunities prior to the show, at the show and after the show.

[Canada Business Network: Guide to Trade Show Marketing](#)

This is a good resource if you are looking for a brief overview of the key points your business should consider if you are planning to use trade shows as a marketing tool. The topics include picking the right trade show, setting your goals, training your team, inviting your customers and prospects and following up after the show.

[Trade Show Check List: EXHIBITOR Magazine](#)

Here's a brief but comprehensive planning guide for attending a trade show. It includes some useful tips and covers everything from budget to making hotel reservations.

[Tips for Rookies \(and Pros!\): EXHIBITOR Magazine](#)

Make use of this site's extensive resources, tutorials, best practices and useful tips. Check out their resources under the headings: Exhibiting 101, Forms & Templates. These are really useful for planning purposes, recommended reading, and glossary of terms. The glossary of terms is important because trade shows have a lot of industry specific terminology.

Export Tools & Resources



Exporting Information for Canadian Businesses

[Exporting Goods from Canada: A Guide for Exporters: Canadian Border Services Agency](#)

The guide is an excellent overview of what you need to know to export in Canada. There are a wealth of resources, links and useful contact information. An important focus of this guide is the reporting aspects of exporting.

[Checklist for Exporting Commercial Goods: Canadian Border Services Agency](#)

[Canadian Border Services Agency](#)

If you're a first time exporter, this is a brief but comprehensive resource that highlights the critical actions and information related to exporting.

[Canadian Exporting Regulations: CanadaBusiness.ca](#)

This site is an excellent overview of exporting regulations with links to further information related to regulations for exporting Canadian goods and dealing with importing country regulations, laws and Canadian contacts and resource supports.

[Canadian Export Classification Resource: Statistics Canada](#)

This is a highly detailed explanation of the classification of commodities using the HS method.

[Canadian Export and Import Controls](#)

This site, from Global Affairs Canada, is a comprehensive resource for Canadian exports who need to know about Export Controls. The site includes links to the following critical information for exporters:

- Controlled Products & Export Controls
- Latest updates regarding import & export regulations.
- Printable forms
- The import and export controls systems
- Guides & Publications

Tools for Canadian Exporters

[Canadian Automated Export Declaration Tool: StatsCan](#)

The CAED is an online tool designed to eliminate the manual reporting process form called B13A and it allows exporters or their agents to report the export of their goods to the Canadian government electronically.

References for Canadian Exporters

[Export Controls Handbook](#)

Designed to be the main reference tool to assist exporters with questions about the administration of Canada's export controls which are administered pursuant to the Export Control List, the Area Control List and the Automatic Firearms Country Control List under the authority of the Export and Import Permits Act.

Information contained in this Handbook includes: how to obtain the necessary permits for the export or transfer of controlled items and how to comply with the requirements of the Export and Import Permits Act and its related regulations.

Other handbooks available through Global Affairs Canada include:

- [Handbook of Export and Import Commodity Codes](#)
- [A Guide to Canada's Export Controls](#)

Export Tools & Resources



[Customs Tariff Tool: Canadian Border Services Agency](#)

Use this online tool to determine the appropriate tariff based on HS Code. The site also provides high level details on tariffs and it provides contact information to query further when you have questions.

[Export Controls Online \(EXCOL\): Global Affairs Canada](#)

This is a link to the Web-based tool for submitting online applications for export permits and international import and delivery verification certificates, as well as to request amendments, submit online quarterly utilization reports for military goods, and print selected permits in your office.

[Export and Import Controls System \(EICS\): Global Affairs Canada](#)

This is a link to a secure web interface and an Electronic Data Interchange (EDI) interface to support the application, approval, and processing of import/export permits. The system also features import/export quota management functionality. Also included on this site are links to the further information including:

- EICS – Participants Requirements Document
- List of Customs Brokers

[International Exporting Tools & Resources](#)

[Export Helpdesk from the European Commission](#)

Developed and run by the European Commission, this site is useful for understanding the requirements and taxes for exporting to the EU. Information available on the site includes: trade statistics, business contacts for taxation organizations, EU import requirements, and a look-up table for import tariffs.

[VAT: Reporting Imports & Exports: European Commission](#)

This site provides a basic overview of VAT taxes and a country specific search. It provides simple answers to your common questions and it provides you with a tool to find further information.

[European Commission Taxation & Customs Database](#)

This site includes multiple searchable databases related to Customs and Taxation in the EU. These databases provide comprehensive details on numerous topics, including: quotas, tariffs, tax information, autonomous tariff suspensions, and customs offices with contact information.

Tips for Developing a Export Marketing Plan

It's essential to build a detailed export marketing plan based on market research. Without a clear path on how to navigate and prepare for foreign markets, success might be difficult to achieve.

All export objectives and strategies should be concise and well organized, so you can focus on the work at hand. Some questions your business may need to think about while developing an export marketing plan are:

- Where should we export?
- Why these markets?
- What should we export?
- How will we market?
- How much sales do we expect to generate and in what period?

Learn how to craft an export marketing plan to fuel your international success:

Access

Export Tools & Resources



[CE Marking for EU Exporting](#)

The Canada Trade Commissioner Service provides a great resource called ‘Six Steps to CE Marking’ for European Conformity. It offers key EU resources and valuable insights from experts.

[LinkedIn Connection for Exporters to the EU](#)

Courtesy of the Canada Trade Commissioner Service (TCS), your business can connect with the “Doing Business in Europe” LinkedIn Group. Membership in this group will give you access to relevant information, top-notch service and on-the-ground intelligence from the TCS European team.

[World Trade Organization Tariff Download Facility](#)

This database contains the most complete information regarding tariffs according the HS classification coding method. The information is accessed through the WTO Integrated Data Base (IDB) for applied tariffs and imports and from the Consolidated Tariff Schedules (CTS) database for the bound duties of all WTO Members. Data from this site can be downloaded in the following formats to be further analyzed: XML, Excel or CSV.

[Trade Data and Analysis: Export.gov](#)

The US International Trade Administration (ITA) offers data to help determine the best countries to target your exporting efforts. Included is a reference book on export development called [A Basic Guide to Exporting](#). Chapter 8 highlights government regulations and country conditions for product adaption.

Intellectual Property (IP) Resources

[Intellectual Property Canadian Intellectual Property Office \(CIPO\)](#)

Information on Patents, IP, filing, searchable database of patents, trademarks, copywrites, etc. from basic “What is a patent?”, online forms and helpful contacts.

[CIPO’s Guide to Protecting IP](#)

Guide to protecting intellectual property and trademarks with links to resources and IP databases for searching and protecting rights.

[International IP Information](#)

Links to agreements and organizations supporting Canadian IP policy and framework internationally. This is a useful resource if your business is trying to determine whether your IP is at risk when you export.



Exporting News & Publications

Quick Reference: Classification Codes

SCG: Standard Classification of Goods

This is the standard for classifying goods at Statistics Canada. The SCG is based upon the international Harmonized Commodity Description and Coding System (HS), which makes up the first six digits of the SCG code.

HS: Harmonized Commodity Description and Coding System

The Harmonized Commodity Description & Coding System (HS) is the international system for the classification of goods.

NAICS: North American Industry Classification System

The North American Industry Classification System (NAICS) is the joint industry classification system for Canada, United States and Mexico that was put into place following the signing of NAFTA.

There are constant changes to regional, national, and international economies, as well as rules and regulations associated with international trade and exporting. Being knowledgeable of these changes and how they impact your business is a critical part of being successful at business expansion.

Courtesy of the many resources we are referencing, there are newsletters, magazines and other publications that provide you with the news you need to know. Review and sign up for the information that best suits your business.

[CANADEXPORT Magazine: Canada Trade Commissioner Service](#)

This magazine provides Canadian exporters with the latest news and information from the Canada Trade Commissioner Service.

[Newsletter for Small & Medium Businesses: Statistics Canada](#)

This e-newsletter gives business owners with the most relevant updates and data sources likely to be of interest and information on how to access the data.

[News & Information: globalEDGE](#)

globalEDGE offers four publications at no charge to online subscribers. These publications offer the latest in news and information regarding international markets, business news, as well as, trends and research.

- [globalEDGE Blog](#)
- [globalEDGE Business Review](#)
- [globalEDGE Newsletter](#)
- [globalEDGE Business Beat](#)

[Standards Council of Canada](#)

Register to receive email alerts regarding Canadian and International standards based on industry interest.



Exporting News & Publications

Free Weekly Funding E-Newsletter

Mentor Works offers daily updates on funding programs available to Canadian SMEs via our [Canadian Government Funding Blog](#).

However, if you would like a summary of the top funding updates once per week in a email newsletter, please click on the [Subscribe](#) button below.

We cover funding grants and loans in a number of different areas, including:

- Export Expansion
- Business Expansion
- Capital Investment
- Research & Development
- Human Resources
- Training Initiatives
- Industry Specific Programs

Subscribe

[MyTCS: Canadian Trade Commissioner Service](#)

Join the more than 20,000 registered Canadian businesses that access export-related information and tools through MyTCS. Get market insights, events, and more, tailored to your business needs.

[International Trade Analysis: Statistics Canada](#)

Statistics Canada has detailed publications and reports on various topics associated with international trade. The publications are available for downloading and free to access.

[Export Development Canada \(EDC\) Trade Insights](#)

Export Development Canada (EDC) provides various guides and publications related to exporting. To view the documentation, registration is required.

Financing Export Expansion



BDC: Business Development Bank of Canada

BDC Consulting offers many services to exporters and businesses, including business planning, financial planning, market research, export planning, e-business strategies, information about globalization and more. Contact BDC at 1-877-BDC-BANX (232-2269) or their [Online Contact Form](#).

[BDC Xpansion Loan](#)

The Xpansion Loan is designed to help your business expand your domestic market, explore foreign markets or tackle new growth projects. BDC's innovative Xpansion Loan provides up to \$250,000 and can be used to:

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

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 Xpansion Loan solution. It gives you the flexibility to borrow more money when you need it.

Export Development Canada (EDC)

[Export Development Canada \(EDC\) Website](#)

Export Development Canada (EDC) is Canada's export credit agency, offering financial and risk management solutions to help Canadian businesses expand into the U.S. and other international markets. Contact EDC at 1-800-267-8510 or via their [Online Contact Form](#).

[Portfolio Credit Insurance: EDC](#)

Portfolio Credit Insurance is coverage for the payments owed to you by foreign buyers. Access to this insurance enables businesses to enter new markets with greater confidence and offer customers more flexible payment terms. Because your receivables are backed by EDC, cash flow isn't a driving concern. Accounts receivable insurance covers up to 90% of losses associated with common political and commercial risks.

Save on Energy Incentive Tax Credits

Whether you are currently expanding your exporting efforts or exploring the opportunity to start exporting, lowering operating costs can assist with price competitiveness and profit margins abroad.

The energy incentive initiative, Save on Energy, is designed to help Ontario-based companies with lowering their energy usage and improve energy management practices in both their office and production environments.

Access

Financing Export Expansion



[Export Guarantee Program: EDC](#)

The Export Guarantee Program provides SMEs with a guarantee to their lenders for up to 75% of the loan amount (or more depending on circumstances). It covers a variety of common circumstances for exporters. For exporters, the key benefits include access to capital to finance the exporting portion of the business without affecting the funds used for the day-to-day business operations.

[Foreign Exchange Facility Guarantee: EDC](#)

Collateral is often required when locking in foreign exchange contracts. With EDC's guarantee program, the bank may release the collateral requirements thus freeing up additional working capital.

[Political Risk Insurance: EDC](#)

Political Risk Insurance coverage is available for assets and investments outside of Canada. Political events can happen at any time and Political Risk Insurance can protect against damage, seizure, expropriation and currency conversion risks.

The Mentor Works Advantage: Customized Funding Strategies

Mentor Works Ltd. provides end-to-end solutions to businesses that are interested in benefiting from Canadian government grants and loans, providing guidance along each step of the way.

Step 1: Identification of Company's Strategic Initiatives

Every business has a unique strategic plan. Although some businesses we meet are aware of a small pool of funding to assist with their initiatives, clients are amazed to find the wide variety of funding opportunities available specifically for their upcoming projects or hires. In fact, Mentor Works will outline the [importance of government funding](#) and identify opportunities to stack multiple programs on a single project to optimize funding for particular company activities. If you are unaware of the benefits of stacking government grants and loans, please refer to our blog on [stacking government funding programs](#).

Government Funding Webinars

Attend a free webinar on funding for export expansion and other activities, such as:

- Business Expansion
- Capital Investment
- HR & Training
- Research & Development

Established companies can access the a wide variety of government grants and loans if they fall in line with the following eligibility factors:

- 3+ years incorporated
- \$500k+ annual revenue
- 15+ payroll employees
- Cashflow positive
- Canadian-based operations
- Internal manufacturing and/or R&D activities

Industry specific events are also held. Please access our the list of workshops by clicking below.

Access

Financing Export Expansion



Step 2: Development of Proactive Funding Plan™

Once we have a clear understanding of all of the company activities that you are carrying out in both the short- and long-term future, Mentor Works will [create a strategic plan](#) that lists available funding for your company. We will match each program with projects, expenses, and timelines of your company's initiatives. The plan will prioritize time sensitive funding programs based on funding deadlines and the company's project milestones. Once we understand your company's business activities for the short- and long-term, Mentor Works will ensure that your business does not miss out on complimentary grants and loans due to timing.

Step 3: Funding Application Support

Each year, Mentor Works supports hundreds of Canadian companies through the [funding application process](#). Our expertise is proven through our solid track record of successful applications, close relationships with funding body representatives, and our ongoing research activities. Thus, we know exactly what project elements are the best fit for a given program and the best way to articulate your project and company details in each of the funding applications. Mentor Works provides [comprehensive funding application support](#) to minimize your time commitment with the funding application and submission process.

Ongoing: Proactive Research & Forecasting

Our dedicated team researches all active, upcoming, and past funding to provide Canadian businesses with a wide variety of comprehensive funding resources. Our goal is to be Canadian business owners' most reliable and cutting edge funding research tool.

Companies that have worked with Mentor Works in the past have priority updates and notifications on funding updates and consultation sessions to determine possible fits with new and updated grant and loan programs.

Next Step: Explore Export Funding Programs

Now that you've built the foundations of your exporting success, it's time to find government grants and loans that can assist your investments. As you evaluate how to best enter or expand international markets, consider using these [business and export expansion funding programs](#).

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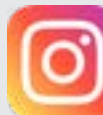
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