



BROUGHT TO YOU BY EXPORT NAVIGATOR

EXPORT ESSENTIALS

A LEARNING SERIES TO GROW YOUR SALES BEYOND B.C.

INTRODUCTION TO THE EXPORT PROCESS

Recorded June 15, 2017 (2 hours). View at sbbc.co/2017-06-15-intro-export-recording.

Join us to learn the basics of exporting and how Export Navigator can help businesses grow their sales, create jobs and increase their competitiveness. Participants will gain a better understanding of how to achieve exporting success beyond B.C. borders (international and domestic).

- Please note the 10-minute break is from 57:22 to 70:26
- Links cited in webinar:
 - [Canada Border Services Agency \(CBSA\) Harmonized System Codes](#)
 - [Canada Post HS Lookup Service](#)
 - [Canada Tariff Finder](#)
 - [List of Free Trade Agreements on Global Affairs Canada](#)

UNDERSTANDING THE CETA: BENEFIT FROM CANADA'S FREE TRADE AGREEMENT WITH THE EU

Recorded June 28, 2017 (90 minutes). View at sbbc.co/2017-06-28-CETA-recording.

The European Union is the world's second largest market with over 500 million consumers. Of the EU's more than 9,000 tariff lines, approximately 98% will be duty-free on the first day that Canada's new free trade agreement with the European Union comes into force.

Thinking of exporting? Join us for this interactive seminar and learn about the fundamentals of the Canada-European Union Comprehensive Economic and Trade Agreement (CETA) and how your business can benefit from it.

- Links cited in the webinar:
 - [Global Affairs Canada CETA Brochure](#)
 - [Supplier's statement for non-originating materials used in the production of non-originating products](#)
 - *Draft declaration that an exporter can make with respect to Rules of Origin (above link). That said, the recommendation is to get an advanced ruling from the EU for certainty. A Binding Tariff Information (BTI) decision is binding for 3 years, so if an exporter is exporting the same product continually to the EU, they do not need to get a new ruling for each shipment*
 - [Sector benefits of CETA](#)
 - [Canada Border Services Agency \(CBSA\) Harmonized System Codes](#)
 - [Canada Tariff Finder](#)
 - [List of Free Trade Agreements on Global Affairs Canada](#)



PREPARING FOR INTERNATIONAL TRAVEL & TRADESHOWS

Register for this July 18, 2017 seminar at sbbc.co/intltradeshows

Tradeshows are crucial to expanding your sales outside B.C.'s borders. But the culture, etiquette and expectations of doing business in each country are different. So how do you prepare?

Join us for this free interactive seminar and learn the dos and don'ts of international business, how to get the most of out of your trip, and learn about the cultural elements that impact business decision-making.

This seminar will help you:

- Learn how to prepare for a tradeshow
- Find out how to develop tradeshow leads and have more successful interactions
- Use your trip to gain market insights on your competition
- Discover key etiquette and culture tips for doing business cross-culturally

This seminar is hosted at Small Business BC in Vancouver and delivered to other locations via live webinar.

THE NEW CANADIAN FREE TRADE AGREEMENT – HOW TO TRADE WITH OTHER PROVINCES

Register for this September 14, 2017 seminar at sbbc.co/CFTAseminar

Are you thinking about exporting to another Canadian province? The new Canadian Free Trade Agreement makes it easier and less costly for B.C. businesses to export their products and services to new markets across Canada.

Join us for this free interactive seminar and learn how your business can leverage the trade agreement to grow your sales.

This seminar will help you:

- Learn what products and services are covered under the Canada Free Trade Agreement
- Understand the licensing and certifications requirements across the country
- Find out how to access the opportunities made possible by the agreement

This seminar is hosted at Small Business BC in Vancouver and delivered to other locations via live webinar.

SMART GLOBAL MONEY – CURRENCIES, CREDIT, AND CASH

Register for this September 26, 2017 seminar at sbbc.co/globalmoneyseminar

If you want to sell your goods or services outside of Canada, you're going to need to understand your options for currency exchange, accounts receivables insurance, and how to receive and send foreign funds.

Join us for this free interactive seminar that will help you:

- Learn the basics of selling internationally
- Understand common exporting finance terms
- Understand your options for sending and receiving money globally
- Find out how to protect and manage your global accounts receivables
- Learn about government programs that can help you expand your business beyond Canada

This seminar is hosted at Small Business BC in Vancouver and delivered to other locations via live webinar.

Learn more about Export Navigator and how to contact your local Export Advisor by visiting our [website](#). If you're not located in one of our serviced communities, [Small Business BC](#) has many resources available for new exporters, including access to expert trade advisors and export seminars.

Any more questions? Comments? Feel free to contact the Export Navigator team!

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