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CANADA

Experts in trade for developing countries
Experts en commerce au service des pays en développement
Expertos en comercio al servicio de los países en desarrollo

PRACTICAL GUIDE FOR NEW SME IMPORTERS

Importing from Developing Countries

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1. Scope

The scope of this document is to provide practical information to small Canadian businesses who are considering starting to import products into the Canadian market from developing countries. This guide aims to provide them with some tools to ease the import process. Since this is a TFO Canada publication, it essentially focuses on developing countries and provides useful information on these specific countries. The guide does not include information on suppliers in industrialized countries. It also focuses mostly on consumer products as opposed to industrial products. It is also meant to complement TFO Canada's website which offers a wide variety of links and other trade-related information on doing business in the Canadian market. Importers in Canada can access this information by registering at: www.tfocanada.ca.

If you are new to import and have no experience in importing into Canada from abroad, this guide provides you with excellent background information to get you to think about how to organize your import activities and to help you put a plan together. You may have been born in Canada and have recently finished your studies or you may have recently emigrated to Canada and feel there are opportunities to exploit, especially when it comes to products you know from having lived in your country of origin...products you feel would have a niche in the Canadian marketplace...if so, this guide may again provide you with valuable information.

2. About TFO Canada

TFO Canada is a Canadian non-profit organization funded in large part by Global Affairs Canada. Its primary role is to guide exporters from developing countries in accessing the Canadian market, and in doing so assists Canadian importers to identify potential suppliers in developing countries. TFO Canada focuses on improving lives through the creation of sustainable trade partnerships between exporters from developing countries and Canadian as well as foreign buyers. It also assists trade representatives from these countries accredited to Canada (in the different consulates, embassies and high commissions) by providing expertise and market information on how to best penetrate the Canadian market.

Through the TFO Canada website www.tfocanada.ca importers can gain access to valuable information about TFO Canada client countries, including accessing a database of exporters in these countries by product sectors. The website also provides information on trade shows happening in these countries along with contact details of trade support institutions who are at the disposal of Canadian importers to assist in identifying potential suppliers. By registering in the TFO Canada website, Canadian importers will receive *Import/Info*, TFO Canada's listing of export offers received from developing country small and medium-sized companies (SMEs) wishing to find contacts in Canada to sell their products. This publication is distributed electronically free of charge 10 times per year to importers across Canada.

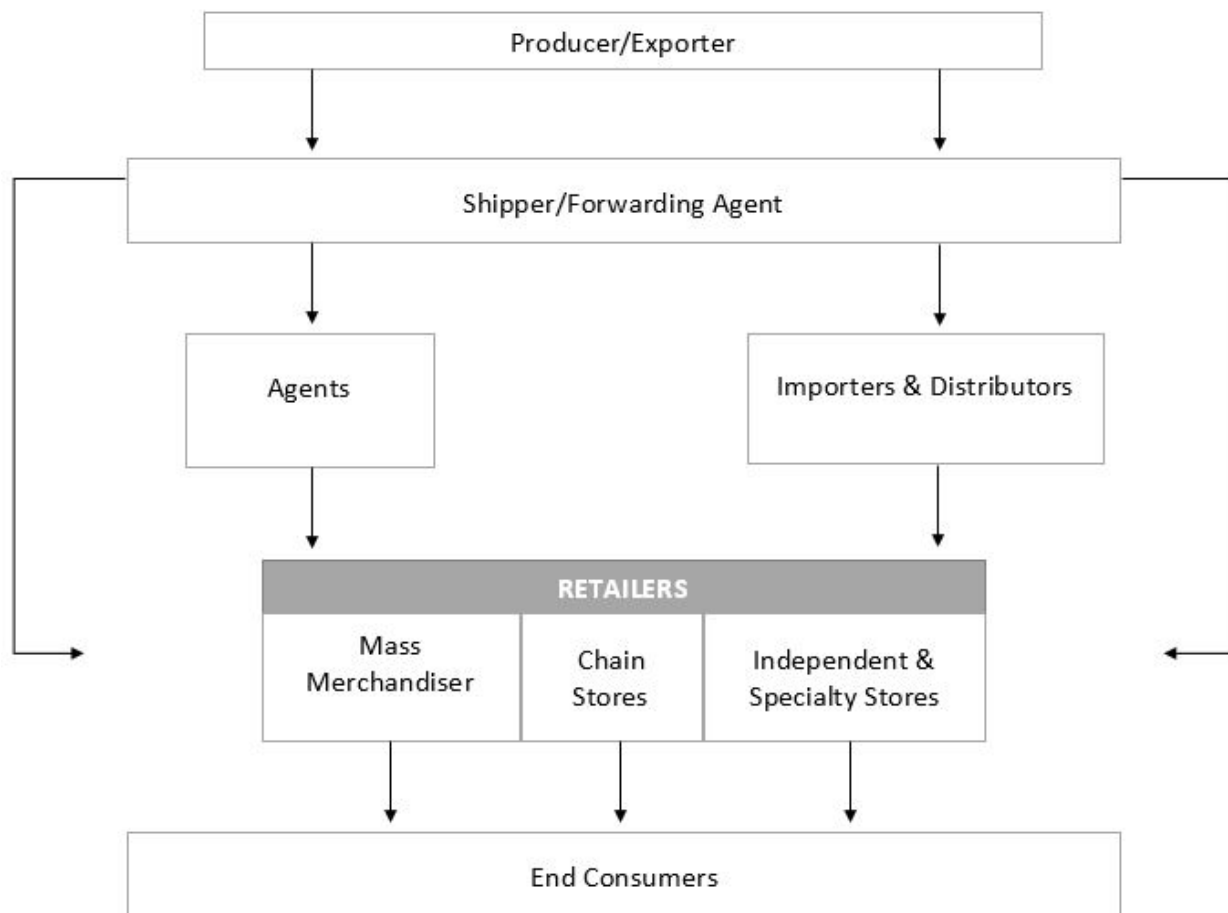
In addition to *ImportInfo*, there are a number of practical tools on TFO Canada's website which are available to importers, such as Canada's Tariff Structure. Based on the Harmonized System of classification of products, the tool allows you to determine the actual tariff rate for a product imported from country X. The Tariff table is interactive and can be found on the TFO Canada website.¹ You can also get trade-specific information on the country or countries you are interested in, such as trade events, trade contacts and link up with foreign trade representatives based in embassies, high commissions and consulates in Canada and who are here to provide you with assistance in identifying potential partners. The events taking place in these countries are sometimes a good way for new importers to find suppliers. Often, when hosting a trade event (such as a trade mission or a trade show), trade representatives will provide financial assistance for buyers from Canada to attend these events. This type of assistance will vary from country to country.

¹ http://tfocanada.ca/docs.php?page=10_6

3. Why Import?

Before you finalize your business plan to place your first order, you must be convinced that is the way you want to do business in Canada. You must first ask yourself: why do I want to do this? More importantly, you must ask yourself: what will your role be in the supply chain? The standard or traditional chain of distribution that has existed for decades is described below. However, there is a strong tendency for players involved at various stages of this chain to want to reduce the number of middlemen that play a role along the way; the main reason being to cut intermediary costs. In addition, with the emergence of online buying and selling, this traditional model is being replaced by newer and leaner types of chains, with fewer businesses in between, giving rise to new market niches you can tap into as far as sourcing and selling products from abroad. On the other hand, there are clear benefits in importing, especially when you are considering bringing in products that are not currently in the marketplace.

Diagram 1: Traditional Model of Importing



Source: Adapted from Access Canada: A Guide to Exporting to Canada

The **producer** grows or manufactures the product. The producer can also be the exporter if he/she does all the export-related work in addition to producing the goods. If so, you will be dealing with the same company up until the goods are ready for transport from the producing country to Canada. If not, you will be dealing with the **exporter** and, more often than not, you will not be dealing directly with the producer or manufacturer. This often happens in cases where the producers are small and do not have the infrastructure in place to sell abroad. Exporters, located in the same country, will typically deal with a number of similar small supplier and will send the products sourced from different producers abroad.

The **shipper** is involved in delivering the products to Canada, either by air, sea or land. A **freight forwarder** is also often used (in addition to the shipper) to provide additional services to the shipping portion of the equation such as storage at port, paper work related to shipping and customs clearance etc. The freight forwarder can physically be in the supplier country or in Canada. There exists larger international freight forwarding companies that will have offices in many of the countries exporting to Canada as well as in Canada. An international freight forwarder with offices in both countries will usually work to handle the shipment from both ends. Otherwise, the freight forwarder can be either in the supplier country or in Canada and either can do the work to provide the services over and above the shipping line or carrier or trucking company.

The **importer** is the person taking full possession of the products in Canada, responsible for keeping the products until they are distributed to the next middleman in the distribution chain. As an importer, you will typically take possession either when the products leave the warehouse in the supplier country, when the products actually board the ship/plane/truck or when they reach Canadian soil. Once you take possession of the products, they become your responsibility and the onus is on you to have the products comply with Canadian import and entry regulations. There are differences between an importer and an **agent**. There are 2 kinds of agents: those that are hired by buyers in Canada (for instance: retailers) to source suppliers (**sourcing agents**) and those that are hired by suppliers in the countries to find clients in Canada (**selling agents**). Sourcing agents are paid by the buyers and selling agents in Canada are paid by the supplier in the country. The agent, by contrast to the importer, does not take physical possession of the products and is usually paid on a commission basis (or a finder's fee for agents looking to identify suppliers).

Retailers display and sell the products that they have bought either from the importer or that they have sourced directly from a supplier offshore. Increasingly, there is a tendency for retailers, especially larger chains, to source directly in order to bypass the middlemen/women and increase their own margins. Retailers operate online or in a more traditional way by having physical commercial spaces where they sell their products.

End consumers are the end receivers of the products and are the ones at the end of the distribution chain. They are the ones that really matter in the purchasing cycle.

It is essential to define the role you will be playing long before you actually begin the work. In other words, you must find your place within the distribution chain with a specific role to play. You must bear in mind that there is a structure in place in the distribution chain of the product sector of interest to you. Where do you fit in this? Whatever the role you decide to play, there must be a valid reason for you to be added as a player in the chain. It is important to understand that you will be the new kid on the block so to speak and the retailers or other parties you decide to target and sell to will already have their established links, suppliers and contacts along the chain; hence the need for you to clearly define your role and have a plan to compete successfully in the chain. You will need to have something with added value, something unique to bring to the buyer you are targeting. Otherwise, there is no place for you in an already-crowded distribution chain and a highly competitive marketplace.

Importing from developing countries

What is a developing country? There is no established convention for the designation of “developed” and “developing” countries. However, in common practice, Japan in Asia, Canada and the United States in North America, Australia and New Zealand in Oceania and Europe are considered “developed” regions or areas. In international trade statistics,² the Southern African Customs Union and Israel are treated as developed; countries emerging from the former Yugoslavia are treated as developing countries; and countries of Eastern Europe and the former USSR are not included under either developed or developing regions. Another common classification is the Organization for Economic Cooperation and Development’s list of countries that are eligible to receive development assistance. Countries are classified either as “Least Developed Countries” as defined by the United Nations, or as low or middle-income countries according to Gross National Income as defined by the World Bank.³

There are obviously benefits and challenges involved when dealing in importing in general and in importing from developing countries in particular:

Benefits:

For instance, many products that can be sourced from developing countries are unique and certainly may not be replicated or easily reproduced in Canada. Access to unique and different raw materials and products means getting products not readily found in Canada.

Other benefits of importing from developing countries include:

- more competitively priced products for consumers;
- lower-cost production inputs;

² United Nations, <http://unstats.un.org/unsd/methods/m49/m49regin.htm>

³ <http://www.oecd.org/dac/financing-sustainable-development/development-finance-standards/dacelist.htm>

- diversity of supply (ethnic, gourmet food, home décor...);
- products specific for growing ethnic markets as a result of immigration to Canada;
- creative designs based on unique, traditional skills (artisanal products, textiles, jewellery...);
- supply often of complementary nature to local Canadian supply or other traditional origin countries (especially relevant in fresh fruits and vegetables);
- developed manufacturing base (for production of traditionally imported goods: garments, giftware);
- access to raw materials;
- geographic proximity with some countries (Latin American suppliers, for example); and
- traditional/experienced suppliers in certain sectors (e.g. suppliers in Asia for garment sector).

Challenges:

Importing is not an easy task. It involves many steps which often do not run as smoothly as you would like them to. This is particularly true when you import from developing countries. Often, logistics can be complicated, especially because of the lack of direct shipment from many of these countries to Canada. Not only is the routing not always the most optimal but the scheduling may be irregular. Issues related to export regulations from the supplying country (certificates, paperwork...) can also be complicated and typically change from one country to another. All of these have a strong influence on the product's life, especially when it comes to perishables products, and must be factored in when making your assessment as to whether or not the activity makes business sense.

Specific challenges and risks in dealing with some developing countries may involve the following:

- political, economic and/or social stability;
- supply constraints in terms of quality and quantity;
- lack of standard compliance (certification);
- unpredictable climatic conditions affecting delays in production or delivery;
- administrative procedures related to exports, bureaucracy; and
- difficult communications (often because of language barriers but also related to low connectivity).

While communicating with exporters is a challenge, using tools such as Skype or Whatsapp can sometimes help. Many exporters are familiar with these tools and use them on a regular basis.

In addition to the above, Canada has many free trade agreements (FTA) whereby there are no import duties for the majority of products coming into Canada from these countries provided all the necessary requirements are met. Canada has free trade agreements with Costa Rica, Chile,

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Peru, Colombia, Honduras and Jordan. A full list of these can be found in Global Affairs Canada's website.⁴ Canada also has a Market Access Initiative with Least Developed Countries offering advantageous duty-free conditions to import from these countries. Information related to this initiative can also be found in the Canada Border Services Agency website.⁵

⁴ <http://www.international.gc.ca/trade-agreements-accords-commerciaux/index.aspx?lang=eng>

⁵ <https://www.cbsa-asfc.gc.ca/trade-commerce/tariff-tarif/ldct-tpmd-eng.html>

4. The Importance of Being Prepared

Once you have decided on the role you will be playing, you must be very well prepared to start doing the work. In other words, you must have a strategic plan in place to help you start implementing your action plan which starts with thorough research. There are a number of tools available to help you narrow down your options as to what you will be doing; you must answer fundamental questions such as: what industry sector? what product sector? which country?

Obviously, there are hundreds of products and sectors you can choose but you must make sure that you validate your choice before you start the work. Speaking to the trade is one of the best ways to learn about the market and discover trends, insights, products with high growth and other market indicators. But in addition to this, there are tools that can complement this information and form part of your desk research. Some of these are mentioned below. Attending a trade show in Canada is one of the best ways to get valuable market intelligence. More information is available later in this guide.

Generally speaking, all sectors in Canada are highly competitive, with some sectors even more difficult and competitive to work in than others. For instance, the market in Canada for imported fresh produce (fruit and vegetables) is an intensely competitive and cut-throat one, mainly due to time constraints because the products are perishable and have a very limited shelf-life. This means that the windows for operation are highly sensitive and time plays a major factor in ensuring the products reach store shelves in a timely manner. Therefore, the logistical part of transporting the goods to Canada becomes risky. There are sectors that are less difficult to penetrate, including processed foods, where unique products can find a market niche. More specific subsectors such as organic food and more ethnic products often fit.

5. Regulations

Food Products

Regulations in Canada are stringent, and importers are by virtue of their *raison d'être*, accountable to meet those regulations.

For the import of food and food-related products, Agriculture and Agri-Food Canada and Health Canada are the 2 federal bodies that you need to acquaint yourself with. Agriculture and Agri-Food Canada for regulations concerning all issues related to the entire import process, from allowances, restrictions, permits, inspection, sanitary measures...

Health Canada may play a role if your product has a health-related claim, whether it be medical, medicinal or natural-health products. Products claiming treatment or health improvement must go through a rigorous process involving safety and other major health-related issues before they can be sold in Canada. Regulations are also in place for stuffed animals or for lead content in a number of consumer products. More information can be found by going to the Health Canada Website:

www.canada.ca/health-canada/

The most important government department you will have to deal with as far as food products are concerned is Agriculture and Agri-Food Canada. The department's Food Inspection Agency (Canadian Food Inspection Agency – CFIA) possesses all the necessary information for you to do your homework to evaluate what the requirements in Canada are with respect to food and food-related imports; information related to packaging, labelling, phytosanitary and other requirements. The Agency's website has a complete repository of the requirements and regulations in place with respect to food imports into Canada. These regulations currently co-exist but are expected to be part of a major umbrella set of regulations in 2018 as the new 'Safe Food for Canadians' set of regulations is in effect. It focuses on improved food safety oversight to better protect consumers, streamlined and strengthened legislative authorities, and enhanced international market opportunities for Canadian industry. This new set of regulations will enhance traceability in the supply chain. Canadian companies will have to register with the Agency and obtain an official registration number. The actual regulations are likely to be in effect in the spring of 2018. More information can be obtained by going to the Agency's website:

www.inspection.gc.ca

Two databases of the Agency are particularly useful for importers. The Automated Import Reference System (AIRS) allows importers to see what the import requirements are for specific food and plant products (fresh and processed). As the name implies, this database is used as a reference only and gives requirements based on the following parameters:

- the Harmonized System (HS) classification;
- the origin of the product;
- the destination in Canada (province); and
- the intended end use and miscellaneous qualifiers pertaining to the commodity to import.

You can go directly to the database by visiting:

<http://www.inspection.gc.ca/plants/imports/airs/eng>

The other website of interest relates to fresh product and is called Infohort. It is a dynamic information collection database designed to provide current and historical data on horticultural commodities across Canada. The information found within can be used for research or to analyze trends. Infohort allows you to generate reports to your own specifications, providing you with prices on a daily, weekly and monthly basis, wholesale, FOB for a variety of fruits and vegetables. You can access Infohort at:

https://infohort.agr.gc.ca/IH5_Reports/home.xhtml?lang=e

Other Sectors

Labelling and marking requirements for non-food items are found in the website of the Competition Bureau of Canada. For instance, labelling regulations for textiles and textile products are spelled out, as well as marking regulations for precious metals:

www.competitionbureau.gc.ca

The website also covers voluntary standards such as caring instructions for clothing and textile items; as well as how Canadian importers of clothing and textiles must obtain a registration number (referred to as a CA number).

6. Corporate Social Responsibility (CSR), the Environment, Gender Equality and other Important Considerations

The world is increasingly being sensitized to becoming more responsible in many ways, well beyond the actions of its citizens. Businesses are now investing in socially and environmentally-responsible practices and these measures form part of their core and identity. Canada is no exception to this trend, quite the contrary! It is quickly becoming a leader in this respect. Recently, the Canadian Government has taken the initiative to demonstrate strong leadership on the global front and has consequently developed policy and strategies to ensure these social and environmental considerations are part of the framework of its plan of action. Of particular relevance are concepts such as gender equality in the workplace, community involvement, environmental sustainability in trade and responsible labour practices. These are quickly becoming the norm in the corporate world for larger businesses as well as smaller ones.

Canadian importers are becoming more socially responsible and environmentally conscious. The rise of these global trends has translated into end consumers in Canada becoming increasingly aware of and adopting these concepts. Their buying habits are reflecting these trends. Consequently, buyers or importers have had to adapt to this new reality. These trends have put tremendous pressure on all points along the supply chain, helping in making it transparent and traceable. Similarly, gender equality is on the agenda as far as Canadian policy is concerned, already a major component of Canada's official development assistance policy. As an importer, it is your responsibility to incorporate these elements in your overall business plan to ensure you are in line with these practices and wish to lead by example.

Importers are increasingly trying to reflect these societal changes by seeking products that are now good for the environment, good in terms of social conscience as well as innovative. A good example is the rise in interest in Canadian consumers seeking products traded fairly and their willingness to pay more for them.

When working on their business plan, importers should therefore be investing time, resources and commitment to make sure elements of these considerations form an integral part of their plan. Food for thought: giving back in some way to the community in which your company is located can sometimes bring very important community involvements and rewards while enhancing your business performance.

7. Tools and Resources for Importing

Where are products in Canada imported from?

There are 2 main tools to help you see where products imported into Canada currently come from. The first one is generated by **Statistics Canada** and is called the **Canadian International Merchandise Trade (CIMT) Database**.⁶ The data is based on the World Customs Organization's Harmonized System (HS) tariff classification and is used by over 200 countries, including Canada. HS product classification is explained later in this guide. The CIMT database allows you to get an import profile of products coming into Canada (or by province or territory) by country in dollar value and volume units. The import data is available on a monthly, quarterly or annual basis. If you do not have the corresponding HS code for the product you are looking for, you can type in the product name and it will usually generate the corresponding HS number. This is of course for you to do background research to decide whether or not to engage in imports. When you are actually ready to do so, you will be required to have the proper or exact HS number and failure to do so will result in penalty. Canada Border Services Agency has a penalty system and produces a *Master Penalty Document* which lists contraventions resulting from failure to comply with requirements identified in the Customs Act, Customs Tariff and related regulations. Each contravention describes the failure to comply, the associated penalty amounts, legislative, regulatory and administrative references and guidelines for application of the contravention.⁷ As a concrete example, failure of an importer to make the required corrections to a declaration of origin of imported goods subject to a free trade agreement within 90 days after having reason to believe that the declaration was incorrect will be given a financial penalty. This penalty will increase after each occurrence⁸.

Once you get the HS code for your product (10 digits), you will be able to get the applicable Canadian tariff to import the product. The actual tariff will depend on the country of origin of the product. This rate can be obtained by going to the Canada Border Services Agency (CBSA) tariff page⁹ or by visiting TFO Canada's website and search for the Canadian Customs Tariff,¹⁰ as shown below:

⁶ <http://www5.statcan.gc.ca/cimt-cicm/home-accueil?lang=eng>

⁷ <https://www.cbsa-asfc.gc.ca/trade-commerce/amps/>

⁸ <https://www.cbsa-asfc.gc.ca/trade-commerce/amps/mpd-dmi-eng.html>

⁹ <http://www.cbsa-asfc.gc.ca/trade-commerce/tariff-tarif/menu-eng.html>

¹⁰ www.tfocanada.ca

The screenshot shows the TFO Canada website's 'Canadian Customs Tariff' search tool. The header includes the TFO Canada logo, navigation links for 'Information Advice Contact', 'SERVICES FOR FOREIGN SUPPLIERS', 'SERVICES FOR CANADIAN BUYERS', 'SERVICES FOR TRADE SUPPORT INSTITUTIONS', and 'ABOUT TFO CANADA'. A search bar is located in the top right. The main content area features a sidebar with navigation links such as 'Our Mission', 'Our Services', 'Board of Directors', 'Our Team', 'Our Community', 'Work With Us', 'Success Stories', 'Media Mentions', and 'Contact Us'. Below these are buttons for 'Canadian Customs Tariff', 'Webinars', 'Market Links', and 'Trade Events'. The main heading is 'SEARCH THE CANADIAN CUSTOMS TARIFF'. Below the heading is a descriptive paragraph: 'Use our search tool to identify the tariff that is applied to any product imported into Canada. This data is obtained from the Canada Border Services Agency (CBSA) and is provided for convenience of reference only. For more information, visit the CBSA website. Current as of 2018/01/01.' The search tool itself consists of two input fields: 'Search by Harmonized System code (minimum HS-4 digit required):' and 'Search by product keyword(s):', each with a 'Search' button.

By using the TFO Canada Canadian Customs Tariff tool, you can first search for the tariff by either entering the product’s HS code or product-related keywords. As an example, if you are searching for the Canadian tariff on footwear (with outer soles of leather), you can enter the relevant HS code (6403.20.) and you will get the following results:

The screenshot shows the TFO Canada website interface. At the top, there is a navigation bar with 'Information Advice Contact' and 'TFO CANADA Experts in trade for developing countries'. Below this are links for 'SERVICES FOR FOREIGN SUPPLIERS', 'SERVICES FOR CANADIAN BUYERS', and 'SERVICES FOR TRADE SUPPORT INSTITUTIONS'. A search bar is located on the right with a 'Go' button. The main content area is titled 'SEARCH THE CANADIAN CUSTOMS TARIFF' and includes a search tool with two input fields: 'Search by Harmonized System code (minimum HS-4 digit required):' and 'Search by product keyword(s):'. Below the search tool is a table of search results.

HS	Description	Units	MFN Tariff	Other
6403.20.00.00	Footwear with outer soles of leather, and uppers which consist of leather straps across the instep and around the big toe	PAR	18%	LDCT, UST, MT, MUST, CIAT, CT, CRT, IT, NT, SLT, PT, COLI, JT, PAT, HNT, CEUT, UAT: Free AUT: 13.50% NZT: 13.50% KRT: 3.50%

You will be given the full 10-digit HS code as well as a full description of the product category. Regarding the tariff, you will be shown information on the unit of measure by which the tariff is calculated, the tariff applicable to Most Favoured Nations (MFN) and other tariffs for various listed countries, which are each represented by a 3 to 4 letter abbreviation.

The second tool is called **Trade Data Online**.¹¹ It is slightly easier to use but it only gives dollar value and not volume figures. This database allows you to find import statistics for products coming from both a specific country and a group of countries or region such as Central America for instance. It also allows you to see what products are being exported to the United States from other countries. You can also get an idea of the distribution of imported products coming in by Canadian province and territories.

Let's use a practical example: say you are interested in finding out if Canada imports walnuts and, if so, what is the value and volume imported into Canada. Using the Trade Data Online database, you first type in walnuts as per the following table:

¹¹ <http://www.ic.gc.ca/eic/site/tdo-dcd.nsf/eng/Home>

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Begin by making your selection in the options below. To view the data press the **Run report** button.

Trade type

Trader

*** Trading partner (required)**

Time period

Value in

Select a product

Product options

Search for a product

Enter keywords or HS codes for the product you are interested in.

*** Search for (required)**

You then will be given a further breakdown of the walnut category from which you will select “shelled” and “in shell”. You will add these 2 categories to your selection and ask to have a report for each category or a report that groups them. Once you decide, you ask to run the report. You will get the report, showing you the value of imports by country for the past 5 years from which this is a snapshot:

	2012	2013	2014	2015	2016
HS 080231 - Walnuts - in Shell					
United States	5,718,232	5,647,717	5,218,784	7,924,864	5,478,790
Moldova	--	--	--	--	562,694
Chile	--	--	--	--	173,748
China	16,735	97,101	8,640	22,893	17,436
Iran	243	--	--	144	1,415
Re-Imports (Canada)	--	--	--	266	1,071
Senegal	--	--	--	--	50
Turkey	--	--	--	--	6
Greece	--	--	--	--	5
India	--	--	2	4	4
Italy (Incl. Vatican City State)	--	--	--	329	3
Hong Kong	--	6,410	--	--	--
Dominican Republic	--	288	--	--	--
Brazil	--	283	--	--	--
Lebanon	--	5	--	--	--
Pakistan	7,594	--	--	--	--

You can obtain the actual volume figures by going to the Statistics Canada (CIMT) website mentioned above. From the data shown above, you can find out that the USA is the most important supplier of walnuts to the Canadian market, followed by Moldova more recently, and Chile.

The web can help you tremendously in gathering useful background information on the sector you have chosen to investigate. In addition to statistical information, there is a wide variety of topics that you can research on the web. Information on your provincial government website as well as the federal government can provide useful information in addition to all the regulations and standards applicable to your sector of activity. For instance, Innovation, Science and Economic Development Canada has a number of useful links, articles, and studies available to Canadians interested in the marketplace.¹²

Similarly, trade associations provide valuable information on different industry sectors. They are normally national organizations, often with provincial chapters. For instance, the national association for trade in fresh produce is called the Canadian Produce Marketing Association (CPMA). CPMA has provincial chapters where membership is required. These associations often provide useful market information on the specific sector of interest. A list of selected trade associations is provided on page 26.

¹² www.ic.gc.ca/

8. Individual Country Assistance

You may or may not already have an idea of which country you intend to research to determine whether you can source product X from country Y. There are a number of commercial attaches or trade commissioners / trade representatives located in Canada to provide you with assistance in identifying sources of supply in their countries. It is their role to promote their country's exports and help you find reliable sources of supply in their country. Note that it is NOT the role of our Canadian Embassies and High Commissions¹³ abroad to help you locate products. Their role is to help Canadian exporters sell their products overseas in the countries where they are physically located.

The majority of commercial attachés from developing countries are located in Ottawa in their Embassies or High Commissions. In addition, countries that have a strong economic or commercial presence in Canada often have commercial offices outside Ottawa, mostly in Toronto. Some commercial representatives are located in Montreal and to a lesser extent in Vancouver. TFO Canada's website provides a complete listing of all foreign trade representatives in Canada.¹⁴

A quick snapshot of imports to Canada for selected developing countries by region can be found in Appendix A of this Guide.

¹³ Countries that belong to the Commonwealth are represented through High Commissions as opposed to Embassies. The role of the High Commission is essentially the same as that of an Embassy in a non-Commonwealth country.

¹⁴ http://tfocanada.ca/docs.php?page=10_3

9. Paperwork and Other Related Information

The Canada Border Services Agency (CBSA) has a great step-by-step Guide to assist importers with their import practices. It gives the importer practical information on how to bring the goods into Canada, with specific reference to paper work necessary to bring the goods. The Guide can be found at:

<https://www.cbsa-asfc.gc.ca/import/guide-eng.html>

The Guide provides information on the following topics:

- How to get a Business Number with the Canada Revenue Agency (CRA);
- Using the services of a licensed Customs Broker;
- Determining the Country of Origin of the products you are interested in importing;
- Determining whether the goods are permitted to enter Canada (memorandum for prohibited products in Canada);
- Determining whether the products require a permit or are restricted entry because of Canadian regulations;
- Classifying your products using the Harmonized System of Product classification (they provide examples as well as give the complete tariff nomenclature);
- Placing your order and shipping options; and
- Reporting your products.

10. Trade Shows

Canada is not a major world player as far as trade shows go...with the exception of fields that are of particular strength in the Canadian economy. One such example is the mining sector. Given the importance of this sector in the Canadian economy, there are numerous shows and activities taking place each year in Canada for the industry, attracting a large contingent of international visitors. But for products not necessarily “Canadian” by nature, trade shows tend not to attract major international visitors though they may be very important for domestic buyers. Some of the more important trade shows in Canada are provided at the end of this section.

Generally speaking, Canadian importers visit trade shows in their own specific sectors of interest. These shows can be here in Canada but can also be abroad. The United States, the EU and Asia are the 3 main areas where Canadians attend shows to source products. Most Canadian importers attend the following shows in the US: the PMA Show for fresh produce (changes location within the US every year; pma.com), the Fancy Food Shows (summer show in New York and winter show in San Francisco; specialtyfood.com); Magic Las Vegas (clothing, 10times.com/magic) and The New York Gift Show (giftware and housewares; 10times.com/international-gift-fair).

Similarly, many Canadians attend shows in the EU. Some important ones are:

Sial in France (sialparis.com) for food products in Paris, France

Anuga in Cologne, Germany (anuga.com)

Le Salon du Chocolat in Paris, France (salon-du-chocolat.com) for chocolate products

Ambiente in Frankfurt, Germany for giftware and housewares
(ambiente.messefrankfurt.com)

Biofach in Nuremberg, Germany for organic food (biofach.de/eng)

Fruit Logistica in Berlin, Germany (fruitlogistica.de/eng) for fresh produce



Important trade shows in Europe

Asia probably offers the largest number of trade shows in a wide variety of sectors. Many of the European shows have Asian versions of the same shows (e.g. Asia Fruit Logistica in Hong Kong, SIAL China in Shanghai). The following websites provide complete trade show listings:

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- ✓ www.eventsinamerica.com (includes Canada)
- ✓ www.eventseye.com (world)
- ✓ www.tsnn.com (world, most complete)

Major Trade Shows in Canada by Sector



Salon international de l'alimentation

www.sialcanada.com

Focus on processed food and beverages

Alternates between Toronto and Montreal each year



Canadian Produce Marketing Association

www.convention.cpma.ca

Focus on fresh produce

Alternates between Vancouver, Toronto and Montreal each year



Grocery Innovations Canada

www.cfig.ca/grocery

Held in Toronto



Canadian Health Food Association

www.chfa.ca

Natural and organic products

Three shows: CHFA West (Vancouver), CHFA East (Toronto) and CHFA Quebec (Montreal)



Canadian Coffee and Tea Show

www.coffeeteashow.ca

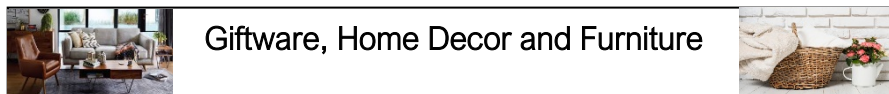
Held in Toronto



Grocery and Specialty Food West

www.cfig.ca/grocery

Held in Vancouver



CANADIAN GIFT ASSOCIATION

www.cangift.org

Housewares, handmade items, home decor

Three shows: Toronto Gift Fair, Quebec Gift Fair, and Alberta Gift Fair



www.canadianfurnitureshow.com

[m](http://www.canadianfurnitureshow.com)

Furniture

Held in Toronto

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Canada's National Design + Architecture Exhibition and Conference

www.iidexcanada.com

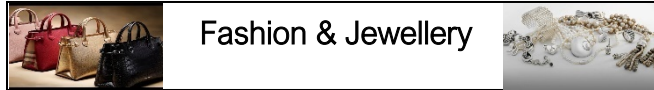
Held in Toronto



<https://www.interiordesignshow.com/en/home.html>

Furnishings, fixtures, accessories

Held in Toronto



www.torontoshoeshow.com

Footwear, handbags, accessories

Held in Toronto



www.modeaccessories.com

Women's fashion accessories, casual apparel and fashion items

Held in Toronto



Luggage, Leather Goods, Handbags and Accessories (LLHA) Show

www.llha.ca

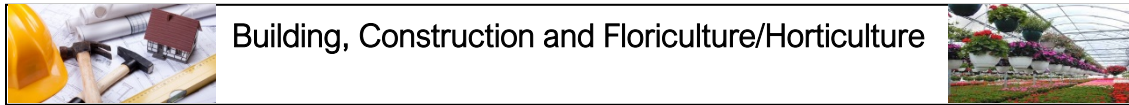
Held in Toronto



Apparel Textile Sourcing Canada

www.appareltextilesourcing.com

Held in Toronto



www.thebuildingsshow.com

Design, Building, Real Estate

Held in Toronto



www.buildexvancouver.com

Construction, Renovation, Architecture, Interior Design

Held in Toronto



www.canadablooms.com

Flowers and gardens

Held in Toronto

Source: Access Canada: A Guide to Exporting to Canada

11. Trade Associations and Chambers of Commerce

Trade Associations

Many trade associations exist in Canada. These usually are focused according to product or industry sector. They usually are organized nationally and, in many cases, have provincial chapters. Once your business plan is in place and you have established that your business is a “go”, then membership to these associations is short of a must!

Some relevant Trade Associations are listed below. The Canadian Government has an updated and complete listing of all trade associations and chambers located in Canada.¹⁵ Often, these association have trade publications and magazines worthwhile for newcomers in the specific industry which will usually appear in the association website.

<p>Food and Beverages</p>	<p>Fresh Produce The Canadian Produce Marketing Association (CPMA) - cpma.ca Provincial chapters: QPMA in Quebec, OPMA in Ontario, BCPMA in British Columbia and the Calgary PMA for Alberta, Saskatchewan and Manitoba</p> <p>Health Foods The Canadian Health Foods Association (CHFA) - chfa.ca</p> <p>Organic Products Canada Organic Trade Association (COTA) - ota.com/canada-ota</p> <p>Other Canadian Federation of Independent Grocers (CFIG) - cfgi.ca Baking Association of Canada – baking.ca</p> <p>Canadian Spice Association (CSA) - canadianspiceassociation.com</p> <p>Canadian Snack Food Association (CSFA) - canadiansnack.com</p> <p>Coffee Association of Canada (CAC) - coffeassoc.com</p> <p>Tea and Herbal Association of Canada (TAC) - tea.ca</p> <p>Canadian Beverage Association (CBA) (non-alcoholic beverages) - canadianbeverage.ca</p>
<p>Housewares and Furniture</p>	<p>Canadian Gift Association Gift (CanGift) - cangift.ca</p> <p>Canadian Home Furnishings Alliance – chfaweb.ca</p>
<p>Apparel and Textiles</p>	<p>Canadian Apparel Federation (CAF) - apparel.ca</p> <p>Canadian Association of Wholesale Sales Representatives (CAWS)- caws.ca</p>
<p>Multi-Sector Associations</p>	<p>Fair Trade Fair Trade Canada - fairtrade.ca</p> <p>Plastics Canadian Plastics Industry Association (CPIA) - plastics.ca</p> <p>Packaging Packaging Association of Canada (PAC) - pac.ca</p>

¹⁵ <http://www.ic.gc.ca/app/ccc/sld/cmpny.do?lang=eng&profileId=21&tag=221001>

Chambers of Commerce

Generally speaking, Chambers of Commerce (such as the Toronto Board of Trade, Chambre de commerce du Montréal métropolitain, Vancouver Chamber of Commerce, etc.) play a useful role for developing your business network. However, they are not import oriented. Consequently, you may not get important benefits other than good networking opportunities.

Bilateral chambers of commerce may actually be more useful for you and play a more-closely knit role as far as imports are concerned, especially once you narrow down the countries or areas you will be importing from. Logically, these are often located in Canada’s major commercial centres, especially when the immigrant population of the country in question is high in a given area.

Some relevant bilateral chambers are listed below. You can also get in touch with diaspora associations throughout Canada. While these do not always have a commercial component in the membership, the networking could nevertheless prove beneficial.

<p>Caribbean and Latin America</p>	<p>Brazil Brazil-Canada Chamber of Commerce in Toronto (BCCC) - brazcanchamber.org</p> <p>Mexico Canada-Mexico Chamber of Business in Calgary - canmexchamber.com</p> <p>Peru Peruvian-Canadian Chamber of Commerce in Toronto - PeruvianCanadianChamberofCommerce/ (also has an association in Montreal)</p>
<p>Asia and the Middle East</p>	<p>China China-Canada Business Association in Edmonton - chinacanada.org</p> <p>India Canada-India Business Council in Toronto - canada-indiabusiness.com Indo Canada Chamber of Commerce in Markham - icconline.org</p> <p>Pakistan Canada Pakistan Business Council in Toronto – cpbconline.org</p> <p>Singapore Canada Singapore Business Association in Vancouver - csba.ca</p> <p>Sri Lanka Canada Sri Lanka Business Council in Toronto - cslbc.ca</p> <p>Turkey Canada-Turkey Business Council in Toronto – ctbc.ca</p> <p>Vietnam Vietnam Canada Chamber of Commerce and Industry in Vancouver - vietnamcanadachamber.com</p>
<p>Arabic Countries</p>	<p>Canada Arab Business Council - c-abc.ca</p>
<p>Africa</p>	<p>Tunisia Canadian-Tunisian Chamber of Commerce in Montreal - cccantun.ca</p>

12. TFO Canada Activities in Support of Canadian Importers

As mentioned beforehand, TFO Canada has a wide variety of resources and activities designed to assist Canadian importers in sourcing from developing countries. While the website has a wide variety of useful tools and information available to importers, TFO Canada also supports them through the implementation of exporter and importer missions in various product sectors. Importers should register on the TFO website to benefit from the services offered by the organization, including accessing the database of exporters from TFO's client countries interested in exporting to Canada to get the offers received from these exporters. By registering, they will also receive information about activities planned with specific countries, including buying missions abroad and incoming trade missions from specific countries in specific product sectors. TFO's website also offers great information on client countries. These services are free of charge.

Exporter Missions

Exporter missions are a simple and cost-effective way for importers to meet with foreign suppliers and get a first-hand look at their products. By helping to bring exporters to Canadian trade shows, TFO Canada has helped importers create countless business connections and generated total sales of more than \$10 million dollars from export orders from foreign suppliers since 2014.

These missions are implemented through a multi-step formula, in which TFO firstly works with local trade support institutions to select reliable and experienced suppliers. This screening process is key in ensuring that importers can meet with export-ready SMEs that have the ideal products and certifications for the Canadian market. Selected SMEs will also benefit from a training process, in which TFO provides guidance to ensure that companies are prepared to conduct B2B meetings with buyers. TFO Canada offers additional support by helping importers schedule meetings with recommended suppliers providing free access to trade shows and translation to facilitate B2B meetings.

Over the years, TFO has helped put importers in contact with SMEs at trade shows such as SIAL Canada, CPMA, the Apparel Textile Sourcing Show and other TFO-organized meeting events.

Importer Missions

Canadian importers can also take part in importer missions, in which they can visit client countries with travel arrangements organized and financed by TFO Canada. These missions provide a unique opportunity for importers to establish or strengthen relations

with selected export-ready suppliers and visit their production facilities. In 2017, TFO Canada organized several importer missions to Central American countries such as Guatemala and Honduras and is currently planning missions to other regions. In general, the results from these types of missions have proven to be lucrative for participating importers. The importer mission in Central America in 2017 was indicative of this, as three importers secured orders from regional vegetable exporters, including one for a full container load of oriental vegetables within just two weeks of the mission.

To know more about these types of missions and to potentially participate in them, importers are encouraged to visit the TFO Canada website and register themselves as Canadian buyers by following this link: <http://www.tfocanada.ca/register.php>. Some examples of Canadian importers that have experienced success as a result of TFO Canada's services can also be found in Appendix B.

APPENDIX A











Quick Reference Guide – Main Exports to Canada from Selected Developing Countries¹⁶

Latin America and the Caribbean





Country & Annual Imports	Top Products Imported
 Antigua and Barbuda 216,037 CAD\$ (2016)	Rum & other spirits, men's and boys' overcoats, inorganic tanning substances, metals, prisms & mirrors, printed books & brochures
 Bolivia 203 million CAD\$ (2016)	Quinoa, pasta, prepared quinoa products, coconuts, Brazil nuts & cashews, jewellery, cereal flours, silver, coffee, oil, seeds, bakeware, locust beans, seaweeds & sugar
 Chile 1.7 billion CAD\$ (2016)	Gold, wine, fish fillets, fresh berries, frozen fruit, fresh apples, pears and quinces, silver, fruit and vegetable juices, citrus products (fresh and dried), fresh fish, dried fruits and nuts
 Colombia 1.7 billion CAD\$ (2016)	Coffee, roses, bananas, fish fillets, cocoa beans, chocolate and cocoa preparations, chewing gum and other confectionery, plastics, fresh berries, cane or beet sugar
 Costa Rica 508,496 CAD\$ (2016)	Pineapples, bananas, medical instruments & appliances, coffee, rubber tires, fruits & edible nuts (frozen), melons (other than watermelons),
 Cuba 389 million CAD\$ (2016)	Cigars, cheroots & cigarillos, rum & other spirits, rock lobster & other sea crawfish, metals, coffee, shrimps & prawns, essential oils of citrus fruit
 Dominica 230,742 CAD\$ (2016)	Parts & machinery, T-shirts, cocoa paste, articles of textile materials, coconuts, essential oils, eels (live)
 Dominican Republic 1.2 billion CAD\$ (2016)	Gold, medical instruments & appliances, silver, fresh mushrooms, cigars and cigarillos, men's woven clothing, spirits and liqueurs (rum), t-shirts, shoes, boots, sandals (leather uppers), cocoa beans, coconuts, Brazil nuts & cashews, foundation garments, fresh melons, papayas & watermelons, leguminous vegetables

¹⁶ Countries listed are those which are a focus for TFO Canada as of June 2018 and are subject to change.






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	Ecuador	272 million CAD\$ (2016)	Bananas, cocoa beans, roses and other cut flowers, seafood, fruit & nut preparations, lumber, fish fillets, gold, fruit & vegetable juices, frozen vegetables, fresh berries, quinoa and other cereals, fish preparations, jams & jellies, dates, figs, pineapples, mangoes and mangosteens (fresh or dried)
	El Salvador	67 million CAD\$ (2016)	T-shirts, sweaters, coffee, hosiery, knitted and woven men's and boys' wear, knitted and woven women's and girls' wear, furniture
	Guatemala	812 million CAD\$ (2016)	Bananas (incl. plantains), cane or beet sugar, coffee, melons, papayas & watermelons, t-shirts, sweaters, leguminous vegetables, frozen fruits, spirits & liqueurs, knitted ladies' & girls' wear, natural rubber & similar gums, carrots, turnips & beetroot, molasses
	Grenada	1.57 million CAD\$ (2016)	Nutmeg, mace, yellowfin tuna, rums & other spirits, essential oils, articles of textile materials, parts & machinery, other fresh fruits
	Guyana	666,963 CAD\$ (2016)	Gold, rum & other spirits, undenatured ethyl alcohol, aluminum ores, fish, guavas, mangoes and mangosteen (fresh or dried), uncooked pasta, fish fillets
	Haiti	38 million CAD\$ (2016)	T-shirts, seafood, sweaters, men's & boys' knitted and woven wear, ladies' & girls' knitted and woven wear, mangoes, babies' garments & accessories, hats and other knitted headgear, cocoa beans, beer
	Honduras	38 million CAD\$ (2016)	T-shirts, coffee, sweaters, bananas (incl. plantains), melons, papayas & watermelons, mushrooms, men's & boys' woven & knitted wear, fish fillets, ladies' and girls' knitted underwear/sleepwear, foundation garments, dates, figs, pineapples, guavas, mangoes
	Mexico	33 billion CAD\$ (2016)	Telephone sets and apparatus, mushrooms, tomatoes, dates, figs, pineapples, avocados, guavas, mangoes (fresh and dried), fresh berries, electrical and industrial equipment
	Montserrat	65,564 CAD\$ (2016)	Floor covering & mats, parts & machinery, mushrooms, women's & girls' trousers/nightwear
	Nicaragua	124 million CAD\$ (2016)	Coffee, t-shirts, men's and boys' woven & knitted wear, shirts, knitted sweaters, fresh mushrooms, cane or beet sugar, rum, ground nuts, cigars, bananas and plantains (fresh and dried), men's & boys' knitted overcoats, footwear with leather uppers





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	Peru 2.5 billion CAD\$ (2016)	Gold and silver, coffee, fresh & dried grapes, fresh mushrooms, cocoa beans (raw & roasted), t-shirts, fresh berries, fresh citrus fruits, frozen fruits, quinoa, fish fillets (fresh & frozen), fresh and dried dates, figs, pineapples, guavas, mangos (fresh and dried)
	Saint Kitts and Nevis 2.97 million CAD\$ (2016)	Automobile parts, rum & other spirits, undenatured ethyl alcohol, cinnamon
	Saint Vincent and the Grenadines 143,345 CAD\$ (2016)	Parts for automobiles, rum & other spirits, undenatured ethyl alcohol, cinnamon
	St. Lucia 518,000 CAD\$ (2016)	Rums, liqueurs, spirit, sauces, condiments & seasonings, cocoa beans (raw & roasted), sculptures and statuettes, water and other beverages (flavoured and sweetened)





Asia

Country & Annual Imports	Top Products Imported
 Afghanistan 4 million CAD\$ (2016)	Carpets, grapes, apricots, figs (fresh or dried), edible nuts (fresh or dried), other fruits, automobile parts, machinery
 Bangladesh 1.6 billion CAD\$ (2016)	Men's and boys' woven & knitted clothing, women's and girl's knitted clothing, footwear with upper leathers, woven & knitted babies' garments, swimwear, foundation garments
 Cambodia 1.19 billion CAD\$ (2016)	Men's and boys' woven & knitted clothing, women's & girls' woven & knitted clothing, baby garments, t-shirts, linen, footwear with leather uppers, bicycles, knitted track suits, swimsuits & ski wear, footwear with textile uppers
 Indonesia 1.62 billion CAD\$ (2016)	Natural rubber, cocoa butter (fat & oil), footwear with textiles uppers, knitted sweaters, woven and knitted women's wear, woven men's wear, furniture, palm oil, coffee
 Jordan 91.8 million CAD\$ (2016)	Men's woven and knitted wear, women's woven and knitted wear, t-shirts, jewellery, fresh cucumbers & gherkins, fresh mushrooms, gum & other sugar confectionery, coffee, dried fruits










Practical Guide for New Importers

 <p>Nepal 14.1 million CAD\$ (2016)</p>	<p>Carpets, hats & other headgear, articles of textile materials, dog & cat food, gloves, mitten & mitts, sweaters, sweatshirts & waist-coats, women's and girls' overcoats, shawls, scarves, veils, mufflers & mantillas</p>
 <p>Philippines 1.36 billion CAD\$ (2016)</p>	<p>Woven & knitted women's wear, coconut oil & related products, leather accessories (trunks, suitcases, golf bags & handbags), fruit preparations, nuts, knitted sweaters, bakery products, prepared/preserved fish</p>
 <p>Sri Lanka 348.8 million CAD\$ (2016)</p>	<p>Woven & knitted women's wear, woven & knitted men's wear, coconut oil and related products, foundation garments, t-shirts, knitted sweaters, fresh fish, rubber apparel, gloves & clothing accessories, tea, knitted gloves & mittens</p>
 <p>Vietnam 4.9 billion CAD\$ (2016)</p>	<p>Telephones, automobile parts, footwear, wooden furniture, shrimps and prawns, cashews, sweaters, sweatshirts and waist-coats, golf bags, tool bags & other containers</p>








Africa & Middle-East

Country & Annual Imports	Top Products Imported
 <p>Burkina Faso 41.1 million CAD\$ (2016)</p>	<p>Fresh & dried fruits, citrus products (fresh or dried), coconuts, Brazil nuts, cashews, metal ornaments</p>
 <p>Burundi 355,576 CAD\$ (2016)</p>	<p>Coffee, printed books, brochures, directories & booklets, garments, cotton, leather articles of apparel or clothing, medical machinery and appliances</p>
 <p>Egypt 110.6 million CAD\$ (excl. gold) (2016)</p>	<p>Woven & tufted carpets, woven men's wear, woven women's wear, molasses, medicinal plants & oils, knitted sweaters, preserved vegetables, linen, frozen fruit & vegetables, t-shirts, citrus (dried and fresh)</p>
 <p>Ethiopia 33.2 million CAD\$ (2016)</p>	<p>Coffee, oil seeds & oleaginous fruits, footwear, unrooted cuttings & slips, soya beans, mushrooms, baker's ware, foliage, branches & other parts of plant, sesamum seeds, kidney beans & white pea beans</p>

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 <p>Ghana 67.2 million CAD\$ (2016)</p>	<p>Cocoa beans & paste, manioc, sweet potatoes, arrowroot and the like (fresh), coconuts, Brazil nuts, cashews, fish (dried, salted, smoked or in brine), lumber, flour & meal from dried legumes, basketware & wickerware, palm oil, beauty & make-up preparations, spices</p>
 <p>Kenya 32.3 million CAD\$ (2016)</p>	<p>Coffee & tea, cut flowers (roses), coconuts, Brazil nuts, cashews, knitted sweaters, woven men's wear, other nuts, woven women's wear, t-shirts, knitted men's wear, knitted women's wear, beer, outerwear, imitation jewellery, legumes</p>
 <p>Lesotho 7.7 million CAD\$ (2016)</p>	<p>men's and boys' woven wear, t-shirts, women's and girls' woven wear, sweaters, sweatshirts and waist-coats, babies' garments</p>
 <p>Madagascar 78 million CAD\$ (2016)</p>	<p>Vanilla, t-shirts, ornamental plants (live), fish (dried, salted, smoked or in brine), knitted sweaters, essential oils, molluscs, woven & knitted men's wear, woven & knitted women's wear, legumes, cloves, cocoa beans</p>
 <p>Malawi 4.7 million CAD\$ (2016)</p>	<p>Tobacco, coffee, black tea, machinery, cane sugar, leguminous vegetables, pigeon peas, fructose and fructose syrup, beans, automobile parts, refined sugar, cane molasses</p>
 <p>Mali 1.2 million CAD\$ (2016)</p>	<p>Fruits, percussion musical instruments, palm kernel or Babassu oil, antiques, machinery, reptiles (live), food preparations, paintings, drawings & pastels, couscous</p>
 <p>Morocco 422.8 million CAD\$ (2016)</p>	<p>Citrus fruits (clementines), woven & knitted women's wear, woven men's wear, molluscs, footwear with upper leathers, preserved vegetables, foundation garments, medicinal plants, frozen fruits</p>
 <p>Mozambique 3.7 million CAD\$ (2016)</p>	<p>Cashews, tobacco, rubies, sapphires & emeralds, crustaceans, lumber, motor vehicles, flatfish, vegetables fats & oils</p>
 <p>Rwanda 1.8 million CAD\$ (2016)</p>	<p>Coffee, black tea, golf bags, sauces and preparations, flour, ground nuts, cereal flour, basketwork, wickerwork (made from plaited veg mat), handbags</p>

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 <p>Senegal 6.2 million CAD\$ (2016)</p>	<p>Fresh or chilled fish (other than fillet), wigs, eyebrows, eyelashes, molluscs, fish (dried, slated, smoked or in brine), prepared/preserved crustaceans, prepared/preserved tomatoes, basketware & wickerware</p>
 <p>Sierra Leone 2.3 million CAD\$ (2016)</p>	<p>Railway track parts, automobile parts, appliances, knitted women's and girls' wear, lentils (dried and shelled), footwear</p>
 <p>South Sudan 2,513 CAD\$ (2016)</p>	<p>Organic composite solvents and thinners, filtering or purifying machinery</p>
 <p>Tanzania 13.6 million CAD\$ (2016)</p>	<p>Vegetables seeds, coffee, cocoa beans, t-shirts, beans, black tea, sweaters, cashews, chickpeas & garbanzos, unrooted cuttings & slips</p>
 <p>Tunisia 91.1 million CAD\$ (2016)</p>	<p>Olive oil, fresh/dried fruits, foundation garments, footwear (with leather uppers), woven & knitted men's wear, woven & knitted women's wear, knitted sweaters, leather trunks, suitcases, golf bags and handbags, essential oils</p>
 <p>Uganda 8.6 million CAD\$ (2016)</p>	<p>Coffee, unrooted cuttings and slips, dried fish (other than cod), bananas, eggplants or aubergines, sesamum seeds, vanilla beans, carpets, leguminous vegetables, sweet potatoes</p>
 <p>Zambia 1.2 million CAD\$ (2016)</p>	<p>Precious stones, honey, machinery, handbags (leather), sculptures, golf bags, tool bags and other containers of leather</p>

APPENDIX B

Importer Success Stories

M&M Twins

M&M Twins Limited is a pioneer in the ethnic foods market and its partnership with TFO Canada has proven to be quite lucrative for both parties. Selling a wide variety of products on the Canadian market, such as specialty rice, coconut products and Ceylon tea, M&M Twins has relied on TFO Canada to establish business links with suppliers from developing countries for over 30 years. The organization has been particularly helpful for the company by providing lists of product-specific foreign suppliers and by organizing buyer missions, in which M&M has participated numerous times. They have participated in trade missions to Peru, Malaysia, Sri Lanka and Guyana. They appreciate the trade missions that TFO Canada organizes because it has helped them to compare prices, find new suppliers and even resolve some issues with Canadian customs. An early win for the company was a trade mission they went on with TFO Canada to Sri Lanka in 1983. During that mission, they made a deal with Ceylon Biscuits to sell Munchee Biscuits in Canada and decades later, M&M Twins Limited is still working with the same exporter. The length of M&M Twins' relationship with TFO Canada is indicative of the mutual benefits that it has produced and has also helped the company become recognized for their foreign trade initiatives and excellence in international business by the Canadian government.¹⁷



¹⁷ http://www.tfocanada.ca/docs.php?page=5_5&chapid=5

Mantab

Another Canadian company that has benefited from TFO Canada's buyer mission formula is Mantab, a Quebec-based importer of high-quality canned fruits and vegetables. TFO Canada, through its Canadian Market Access Program, offered logistical support to Mantab to participate in the Trade Mission to the Expo Alimentaria 2014 trade show in Peru. The logistical support enabled Mantab to send two representatives on the Trade Mission, which allowed them to cover more areas and meet every supplier at the event. Their presence at Expo Alimentaria translated into business for the Canadian importer. In addition to cementing their relationship with present suppliers, they were able to gain some new ones as well. While on the Trade Mission, Mantab met a non-Peruvian supplier who was exhibiting at the show, and they ordered containers of hearts of palm, which it received shortly thereafter. Mantab was also able to order containers of roasted red peppers from another supplier on the spot. When they received the shipment, they were so pleased with the quality of the product that they subsequently place a substantial order. For Mantab, it was a positive experience both personally and professionally. According to Martine Nepton, the main buyer at Mantab, "TFO was very well-organized and is a great organization. It was the bridge between us and Peru. It felt like they were taking care of us".¹⁸



¹⁸ http://www.tfocanada.ca/docs.php?page=5_5&chapid=15