

Helping to develop exporting know-how

Exporting can be a complicated process that can challenge a company of any size. Managing a business is typically much more complex when it involves export markets. That is why exporter training and coaching has become a key business development service offered by a wide range of business and trade support organizations around the globe.

TFO Canada is regularly involved in a variety of exporter training and coaching activities directly and with its overseas partners.

This issue of *Exporting to Canada News* features a number of activities and approaches which TFO Canada employs to provide training and coaching for exporters from developing countries. Our staff and Associates are frequently called upon to deliver seminars on the Canadian export market in a number of overseas locations

and sectors. On a regular basis, we now deliver these presentations via the Internet through our regular program of webinars.

In this issue we highlight some of the export coaching work that TFO Canada has recently implemented in Indonesia. TFO Canada is also implementing an exporter training platform with partners in Ecuador and has just begun to implement a new training program with its partner in Haiti.

One important partner in exporter training introduced through this newsletter is the Forum for International Trade Training (FITT) which has for the past 20 years been the leading developer of trade training resources for Canadian exporters. FITT also certifies export professionals from around the globe using their Certified International Trade Professional (CITP) designation.



Finally, if our issue makes you *thirsty* to learn, you'll be pleased to see that we are featuring the market for beverage products in Canada as a result of a recently updated Market Information Paper for this sector which TFO Canada has published on its online trade information service.

Very best wishes to you and your enterprise in your exporting ventures in 2012!

Brian Mitchell
Executive Director
TFO Canada

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The Evolution of TFO Canada's Exporter Training Program

Since its inception, TFO Canada's Exporter Training and Coaching Program has benefited over 1,000 exporters, trained over 50 trainers or coaches, and been transferred to over 30 trade support institutions (TSIs) around the world.

The program is intended to develop export growth by building capacity of TSIs, SMEs and other stakeholders (trade associations, chambers of commerce, etc.) through implementation with partners for Training of Trainers; Training of Exporters; and/or

Coaching of Exporters on relevant and practical topics relating to how to enter and succeed in exporting to Canadian and international markets.

Originally developed in partnership with the UN's International Trade Centre through the CIDA-funded *ACCESS!* for African Business Women in International Trade project, the program has been further developed, customized and applied by TFO Canada globally.

Current versions include **"Ready To Export!"** (English

version translated into Bahasa Indonesia by our partner, the Indonesian Export Training Centre), **"Si Exporta"** in Spanish (implemented in Honduras in 2007-08 and currently under implementation in Ecuador) and **"Prê à exporter!"** for French speaking clients (soon to be implemented in Haiti).

Adaptive, effective and in demand, TFO Canada's Exporter Training Program will continue to grow and evolve as an important tool for international export development in the future.

Upcoming TFO Canada Webinars

TFO Canada webinars in Spanish and French to inform the exporting community about our services and to provide tips on accessing the Canadian market will take place as follows:

Spanish: February 23rd, 2012 at 10:30 am Ottawa local time, Eastern time Canada.

French: March 20th, 2012 at 10:30 am Ottawa local time, Eastern time Canada.

If you are interested in participating, please send an e-mail to: webinar@tfocanada.ca

Beverages 2011

This newly updated report covers alcoholic beverages, namely beer, wine and distilled spirits, and non-alcoholic beverages including tea and coffee, bottled water, soft drinks, fruit and vegetable juices and alternative beverages such as energy and health drinks.

According to the [Canadian Beverage Association](#), the Canadian non-alcoholic refreshment beverage industry currently generates over \$5 billion annually in retail sales.

The industry has more than 120 manufacturing, distribution and sales facilities in every region across Canada and directly employs some 12,000 Canadians with an annual payroll of \$500 million.

The beverage market in Canada is dynamic and intensely competitive. Increasingly sophisticated tastes of consumers affect the wine, coffee and tea markets, while healthy, active lifestyles contribute to an ever-changing range of products and packaging in the juice, alternative

	2006	2007	2008	2009	2010
Coffee	101.15	104.05	102.71	105.31	106.66
Tea	62.04	85.69	91.74	77.25	99.78
Alcoholic	88.64	89.22	90.06	89.21	87.29
Soft drinks	100.34	90.26	85.90	84.32	82.14
Fruit juice	26.40	26.87	24.80	22.95	21.80
Vegetable juice	1.23	1.21	1.14	0.96	0.91

beverage, and bottled water markets.

To maintain and increase market share, major non-alcoholic beverage manufacturers rationalize diverse operations and offer a comprehensive line of products ranging from soft drinks to fruit juices, bottled water, and alternative drinks, including those containing vitamins, minerals, or a low level of alcohol.

While coffee is the top beverage consumed by Canadians as a whole, [statistics](#) show that alcoholic beverages come out on top for the population segment of those 25 years and older.

According to this information, Canadians consumed in 2010:

1. just over 82 litres each of soft drinks, down 2.18 litres from the previous year;

2. almost 107 litres of coffee, about 1.35 litres higher than 2009 levels;

3. 87.29 litres of alcoholic beverages, 1.92 litres less than in 2009;

4. nearly 100 litres of tea, a dramatic increase over the 77.25 litres consumed in the previous year;

5. 21.8 litres of fruit juice, down slightly from almost 23 litres in 2009; and

6. 0.91 litres of vegetable juice, not significantly less than the 0.96 litres consumed in 2009.

Trends and opportunities:

According to [Canadian Grocer](#), the top 10 food and

beverage product launches of 2010 “capitalized on home-based consumption; health and wellness; and a bit of indulgence”.

Milk, water, coffee and tea segments outperformed trends of the past several years.

This information has been extracted from the new Market Information Paper “Beverages 2011” available for free downloading for registered members at www.tfocanada.ca

Access Market Information Papers Online

To access our Market Information Papers, (<http://www.tfocanada.ca/mip.php>) your company needs to be registered with TFO Canada.

It’s easy: just go to www.tfocanada.ca, click on “Register Now” and follow the steps.

Once you are registered with us you will have access to our rich content online, including detailed information related to your sector, in addition to our promotional services.

Sales of Alcoholic Beverages by Province, 2010 (\$ millions)

					% change 2009-2010			
	Beer	Wine	Spirits	Total	Beer	Wine	Spirits	Total
Canada	9,174	5,836	4,916	19,926	3.8	3.1	0.7	2.8
Ontario	3,005	1,894	1,858	6,757	1	0.4	-0.3	0.5
Quebec	2,547	2,026	626	5,199	4.8	5.6	3.5	4.9
British Columbia	1,220	947	821	2,988	4.6	2.3	-1	2.3
Alberta	979	498	666	2,143	4.5	2.8	-0.7	2.5
Manitoba	285	125	232	641	6.4	4	2.7	4.6
Nova Scotia	305	115	196	616	-4.8	5	1.2	3.6
Saskatchewan	277	76	217	570	8.3	8.5	4.7	6.9
New Brunswick	240	77	111	428	3	5	2.3	3.1
Newfoundland and Labrador	231	50	131	412	14.7	6.3	5.8	10.7
Prince Edward Island	42	14	27	83	7.4	2.5	4.4	5.6
Northwest Territories	20	7	20	47	-0.4	3.6	-0.1	0.3
Yukon	18	7	11	35	9	3.4	3.2	6.1
Nunavut	4	0	1	6	10.2	10.3	10.3	10.2

Snapshot of TFO Canada Events

Importers' Mission to Peru September 21-October 5, 2011

As part of the third and final phase of a six month project implemented by TFO Canada for the Organization of American States, two groups of Canadian buyers travelled to Peru to meet producers of quinoa and organic mangoes .

Visit to COOPAIN Cabana: Four Canadian importers met representatives from COOPAIN Cabana / ASCEN-PROMUL quinoa producers' cooperative and also visited their plant in Puno. The Canadian buyers offered COOPAIN Cabana the opportunity to learn about their requests and the requirements for selling to importers. In turn, the buyers were able to learn more about the quinoa product.

Visit to AGROTAM: Three Canadian importers visited the AGROTAM (group of associations of organic mango producers) in Piura and met with their representatives. The visit allowed AGROTAM and its export partner to learn more about technical and commercial requirements from the Canadian buyers.

Market tour familiarization for SME Colombian Companies

October 27-28, 2011

Seventeen smaller early-stage exporters (SMEs) were selected by ProExport (the Colombia Trade Promotion Agency) to participate in a market familiarization tour during their visit to Toronto.

TFO Canada undertook the development of a two day program.

The program was designed to provide the participating SMEs with information about the Canadian import market relevant to their business and which would help them to identify actions they should undertake in order to pursue opportunities identified during the tour.



TFO Canada representatives Alma Farias and Charles Beresford with the Colombian SMEs

Lesotho Solo Show in Toronto and Montreal October 24-31, 2011

TFO Canada in collaboration with the Lesotho Ministry of Trade and Industry, Cooperatives and Marketing, and the Lesotho High Commission in Ottawa organized a garment trade mission that brought to Canada representatives of six major garment manufacturers and government officials including the Honorable Dr. Leketekete KETSO (Minister of Trade and Industry, Cooperatives and Marketing).

The mission took place in Montreal and Toronto and garnered significant interest from Canadian importers.

Importers' Mission to Vietnam October 29-November 2, 2011

TFO Associate Robert MacKinnon led six prominent Canadian buyers of furniture and home décor on a trade mission to Vietnam to meet with suppliers and to see their

product offerings first hand. Implemented in partnership with the Handicraft and Wood Industry Association and with the support of the Investment and Trade Promotion Centre of HCMC (Ho Chi Minh City), the purpose of the mission was to provide business opportunities to local small to medium sized furniture and home décor exporters interested in penetrating the Canadian market.



TFO Canada consultant Robert MacKinnon along with Vietnam representatives during the seminar

TFO Canada Project to Strengthen Artisan Marketing and Export Capacity in Haiti (SAMEC) November-December 2011

Two SAMEC activities took place during November and December 2011:

1. TFO Canada expert and designer Patty Johnson visited Haiti from November 1-8, 2011 to begin product development activities with five selected companies in the SAMEC SME artisans' component.
2. Jean-Robert Lebrun has been selected as the lead trainer for the exporter training component in Haiti and will join our Associate, Diane Girard and Project Manager, Lalla Haidara in Ottawa to participate in a week-long coaching and material adaptation session starting December 5, 2011.

SPOTLIGHT ON SERVICE

Getting ready to export

Exporting to any market in the world can be a complex process. There are risks as well as rewards.

TFO Canada's website has an entire section that provides advice to small and medium sized companies interested in exporting to Canada. Of note is advice on the first steps in preparing to export.

An exporter can find key tools to assess export readiness and tips on how to develop a good export plan at:

<http://www.tfocanada.ca/docs.php?page=1>

Latest in the Canadian Market

Canada Welcomes First Round of Free Trade Negotiations with Morocco

October 13, 2011

The Honourable Ed Fast, Minister of International Trade and Minister for the Asia-Pacific Gateway, and the Honourable Gerry Ritz, Minister of Agriculture and Agri-Food and Minister for the Canadian Wheat Board, welcomed the first round of free trade negotiations with Morocco. The first round of talks continued until October 14, 2011, in Ottawa.

In 2010, Canada-Morocco bilateral merchandise trade totalled \$328.2 million. Morocco is already an important export destination for Canadian merchandise exports, importing \$186.9 million in Canadian goods while Canadian imports were \$141.2 million in 2010. With a population of about 32 million, Morocco is expected to see its economy grow by almost 5% this year and next.

In less than six years, Canada has concluded new trade agreements with nine countries, and is currently in discussions toward many more agreements, including with the European Union and India – two of the largest markets in the world.

Changes in the Regulation of Energy Drinks in Canada

October 26, 2011

On October 6, 2011, Health Canada announced its decision to begin regulating most energy drinks as foods. This decision, which

followed a comprehensive review of the classification of these products, means that most energy drinks will cease to be regulated as natural health products (NHPs) under the Natural Health Products Regulations, and will be subject to the Food and Drug Regulations as they apply to foods. One significant consequence of this regulatory change is that energy drinks will be subject to the nutrition, ingredient and allergen labelling requirements applicable to all foods.

In addition, Health Canada proposes to implement the following requirements specifically for energy drinks:

1. Labelling requirements
2. Composition requirements
3. Consumption incident reporting

Because the reclassification of energy drinks from NHPs to foods may result in products not complying with the Food and Drug Regulations, Health Canada has indicated that Temporary Marketing Authorizations (TMA) may be available to manufacturers and retailers of energy drinks. Health Canada plans to give industry 18 to 24 months to transition to any new requirements.

Safety Legislation Presents New Challenges for Canadian Businesses

November 7, 2011

Importers, sellers and manufacturers face additional government oversight, potential prosecution and possible civil claims as a result

of recently unveiled consumer safety legislation. The Canada Consumer Product Safety Act (CCPSA), in force since June 2011, requires manufacturers, importers and sellers to:

1. Keep detailed information on the source and purchasers of products;
2. Report on incidents, product defects and labelling errors that resulted or could have resulted in death or serious adverse health effects; and
3. Report on recalls for human health or safety reasons in other jurisdictions.

Businesses must report to Health Canada within two days and provide a full report 10 days after becoming aware of the incident or issue.

The CCPSA further empowers the Minister to disclose to the public without consent, confidential business information “essential to address” a “serious and imminent” danger to human health or safety.

Businesses also face potential public relations problems arising from recalls and the disclosure of confidential information by government under the CCPSA. Manufacturers, importers and sellers should establish an internal process for monitoring, documenting and reporting incidents to both comply with the short two and 10 day reporting windows, and to address potential dangers sufficiently in advance of any government involvement.

Upcoming Trade Events In Canada

JANUARY

The Canadian Home Furnishing Market Toronto
January 14-17, 2012

Interior Design Show Toronto
January 26-29, 2012

The Toronto Gift Spring Show (Canadian Gift and Tableware Association -CGTA)
January 29-February 2, 2012

FEBRUARY

BUILDEX Vancouver
February 8-9, 2012

MARCH

Canadian Restaurant and Food Services Association Show
Toronto March 4-6, 2012

Getting FITT for Global Trade

The globalization of markets and the intensification of trade interdependency have created a new environment for international business professionals. Few organizations now operate on an exclusively local basis, thanks to the world's evolution into one large, interconnected and dynamic marketplace.

To compete in this thriving global marketplace, international business practitioners are quickly realizing that they must be adept and multi-skilled on a wide range of matters relating to all aspects of global trade.

To do so, new entrants into the practice of global business must have a strong knowledge foundation, and those already engaged in international trade must have access to the latest information and resources that will enhance their competitiveness. Stepping up to these new skills requirements in a professional way is possible, thanks to the Forum for International Trade Training (FITT).

FITT was established in 1992 as part of the Government of Canada's Sector Council Program with the mandate to develop and provide quality programs and professional

certification designed to prepare businesses and individuals to compete successfully in world markets.

FITT designs and develops industry-driven international business information and resource training programs, sets competency standards, and designs the certification and accreditation programs for the Certified International Trade Professional (CITP) designation.

The CITP has established its place as an important credential for professionals seeking to advance their careers in the field of international trade. Just as global trade activities are multi-faceted, so too is the CITP designation. Marketing, law, finance, logistics, research—the CITP designation can reflect specialization in many of these areas.

CITPs apply their professional skills in a wide array of organizations, from small- and medium- size enterprises to large manufacturing concerns, to the public sector and associations. What they all have in common is that their organizations are active in global trade and recognize the value of

knowledge and certification in this highly competitive sphere.

Globally, FITTskills is offered online through a partnership with KnowledgeOne (formerly e-Concordia) available here: <http://bit.ly/qIXd74>. These courses have gained significant recognition from Canada's Trade Commissioner Service who have created a specialized "Path to the CITP" for Trade Commissioners based around the world (<http://www.fitt.ca/about/newsList/TCSPPath.htm>).

FITTskills was also recognized in 2007 by the World Trade Center Association as a "Standard of Excellence" and to date has been offered in the U.S., Ireland, and Cyprus with discussion ongoing to source partners in Peru, Italy, South Africa and India.

FITTskills is also reaching into foreign educational institutions through FITT's existing network of more than 60 Canadian-based colleges and universities. These schools actively seek to expand their program offerings. FITTskills now reaches into Jordan, Singapore, and China, and we are exploring the countries of the Gulf Cooperation Council.

FITT's international trade training programs uncover and analyze the issues that international trade practitioners need to be aware of in order to successfully attack and penetrate international markets. Programs are refined and adapted regularly to keep pace with new developments in the international business arena.

Scott C. Ferris, CITP
Director Business
Development -FITT

For information on the CITP designation, FITT skills training, and other programs, please visit : www.fitt.ca



**The Professional Path
to Global Markets**

Final Phase of Ready to Export (RTE) training and coaching program in Indonesia

From September 25 to October 06, 2011, TFO Canada's Associate Diane Girard conducted her final trip to Indonesia under the RTE program which targets export businesses owned by women.

It was a successful two weeks where all our key objectives were met first in Jakarta and then in Makassar. Diane was able to monitor progress and facilitate and finalize the handover of the program to our partner

Indonesian Export Training Centre (IETC). In Jakarta, twenty new exporters were coached and seven participants from an early session received "refresher" coaching. Attention to regional concerns has been central to the RTE program and Diane was able to conduct a final visit to Makassar in South Sulawesi. Twenty participants from the first training received refresher coaching with new candidate coaches attending.

IETC Director, Pak Hari Prawoko was deeply engaged throughout the week in Jakarta and agreed to hosting a special day for 3 associations (HIMPI, ASEPHI, ASPRINGTA) and their members (approximately 20 companies) to reach out further into the export community. This is testament to the positive capacity building results we are trying to achieve through this program.

One of the most significant successes observed was that the participants, have been making concrete, positive changes in their businesses: from improved business cards to new websites and elements of export plans coming together. It was very positive to see the impact that the RTE program is having on its participants and stakeholders.

Indonesian Women Exporters taking it One Step at a Time!

When you live in Jakarta, Makassar or Banjarmasin, cities like Paris, Tokyo and Dubai seem like a world away. And if you are a small business owner in Indonesia, finding buyers from these far away lands may seem like a daunting challenge indeed.

TFO Canada is trying to offer some solutions to this perspective and it all starts by taking it one step at a time!

With our “Ready to Export” (RTE) Training and Coaching Program, TFO Canada is helping Indonesian business women to prepare for international markets.

This 2-year program, initiated in 2010 by TFO Canada in collaboration with the Indonesia Export Training Centre (IETC), is helping women business owners to master the three stages of export preparation: Stage 1: Preparing Your Business, Stage 2: Market Development, Stage 3: Entering the Market.

One such business owner is Irma Engelen. Her company, Irma Engelen Craft, produces unique home decor products made from mahogany seeds and other natural products.

Through a combination of her creative designs and the

skilled craftsmanship of ten local artisans she was able to create a unique product line which attracted the attention of buyers from France, South Korea and Japan.

Having realized export sales on a smaller scale, the challenge that she faced was how to find distributors and generate larger orders. “I learned through the coaching program how to improve my marketing materials, develop an export costing and pricing strategy, and find unique ways of attracting distributors at trade fairs.”

As a new exporter, Irma is definitely on the right track and indicates she is much more confident, knowing that she can now count on occasional coaching sessions from IETC. The Coaching Program is also helping experienced exporters. Helda Dewi Damayanti of Safeline Indonesia established her snack food production business in 1994, and maintains a staff of 20 employees. Her first export sale occurred in 2005, following a trade mission to Toronto. She has since exported to Singapore and Japan.

“The most valuable thing I learned from the coaching program was about export



Training session in Indonesia—October 2011

procedures” stated Helda. I had previously been exporting indirectly through an agent, but now I am negotiating with retailers from Riyadh and Dubai and will be selling directly to them as well as to the airline industry. I would not have known how to export directly had it not been for this coaching program.”

The “Ready to Export” Coaching program is helping Indonesian business women through a series of practical exercises including: SWOT Analysis, Export Plans, Enhancing Marketing Materials, and Participating in Trade Fairs.

According to Diane Girard, TFO Canada Associate on this project, “We are seeing very detailed export plans emerge.

One such Export Plan is from Rencana Bisnis International in Makassar, Indonesia. They have put the same kind of quality and effort into their Export Plan as they have put into the production of their delicious banana chips.

We are currently reviewing business plans from manufacturers of handbags, home decor products, agri-food products, jewellery and fashion accessories and many more. We are confident that many of the participants will become successful exporters.”

TFO Canada shares our Associate’s confidence in the program, in our partner IETC, and in the bright future for the exporting businesswomen of Indonesia.



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TFO Canada confronts the challenge of global poverty by promoting sustainable economic development through export information, advice and contact. We facilitate access to the Canadian marketplace and share Canadian trade expertise for the benefit smaller exporters in developing countries. Founded in 1980, TFO Canada is a non-governmental, non profit organization.

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