

EXPORT TO CANADA NEWS

INFORMATION · ADVICE · CONTACT

TRADE MATTERS

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ACCESS CANADA: A GUIDE ON EXPORTING TO CANADA

Are you interested in exporting to Canada?

Exporting to a new market can be daunting even for experienced companies. This step-by-step guide will walk you through all aspects of how to export to Canada. It provides links to rich information on the Canadian market, trade data, sector reports, and much more to help you create your Market Entry Plan.

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UPCOMING WEBINARS

TFO Canada Online Services

[English](#) - October 29, 2015 at 10:00 am (EDT)

[Spanish](#) - November 26, 2015 at 1:00 pm (EDT)

[French](#) - December 15, 2015 at 8:00 am (EDT)

www.tfocanada.ca/webinars

Recorded Webinars

• [Grocery Innovations Canada: An Entry into the Canadian Grocery Market](#)

• [Como Exportadores pueden beneficiarse de La Corporación de Solución de Controversias sobre Frutas y Hortalizas \(DRC\) en Canadá](#)

ACCESS CANADA

As I look out my office window and notice how the leaves on the trees are changing colours, indicating that the winter season will soon be upon us in the Northern Hemisphere, I am reflective of the work TFO Canada has been pursuing in providing important information that will help our stakeholders with their trade strategies. In this regard, one of our foundational documents is our Exporting to Canada handbook.

After a couple successful years, it was time to update our Exporting to Canada handbook, now called "Access Canada: A Guide on Exporting to Canada". The rationale around the title change is very much centered on the provision of practical information that can be used for individuals and organizations that are looking to gain access to the Canadian marketplace.

Available in three languages (English, French and Spanish), Access Canada provides registered users of our website helpful facts on a host of topics such as Canadian consumer trends, the import market and requirements, corporate social responsibility, market entry strategies, transport and logistics as well as thoughts on your route-to-market plans.

We hope that this document continues to be the resource for exporters contemplating exporting opportunities in Canada. Happy reading!

Steve Tipman
 Executive Director
 TFO Canada



WELCOME TO MARK MENSING

Mark Mensing is TFO Canada's new Regional Representative in British Columbia. Mark's role is to engage TFO Canada client country officers in Vancouver, liaise with BC importers and help foster the development of trading relationships between the Canadian importers and developing country exporters.

Mark began his international trade career in his family owned international sales development business that operated in Canada, the US and Asia, primarily specializing in industrial equipment and building supplies.

Mark has also worked on CIDA projects in developing countries and facilitated foreign direct investments in China, Thailand, Laos, Vietnam, the Philippines and West Africa. In 2008 Mark was recognized as one of Vancouver's Top 40 under 40 by Business in Vancouver.

Mark Mensing
 Regional Representative
 British Columbia

Tel.: 604-685-7823
 Cell: 778-895-7823
 Email: mark.mensing@tfoacadaca



TFO CANADA: YOUR PARTNER FOR MARKET INTELLIGENCE

Market intelligence is the process of collecting information, analyzing, and creating reports to aid in business decision-making. TFO Canada offers a range of online information services to help exporters conduct market research and plan their market entry strategy to Canada.

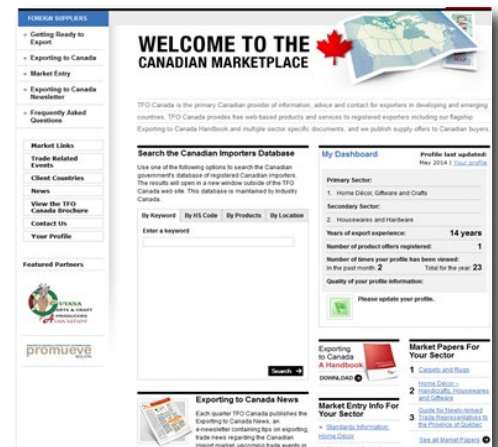
You must [sign-in](#) to your account for full access to our resources, including the new 2015 edition of [Access Canada: A Guide on Exporting to Canada](#), over 22 [market reports](#) on key Canadian sectors, recorded [webinars](#), and much more.

Benefits of Market Intelligence:

- Determine the import potential for your products or services
- Identify competitors in the market
- Plan for market opportunities and risks
- Understand the market's norms and business practices

TIPMAN'S TRADE TIP

"Before embarking on an exporting strategy, it is important to do your homework. Market research is an essential part that leads towards having a better understanding of the culture, business practices, legal issues, competitors, consumers and import market for your product that exist in Canada."



ACCESS CANADA: A GUIDE ON EXPORTING TO CANADA

Continued from Page 1

TFO Canada is proud to launch the 2015 edition of [Access Canada: A Guide on Exporting to Canada](#).

Highlights from the Guide:

- Canada is an import-oriented market. Imports reached a five-year high of \$411 billion in 2014 (excluding minerals), making Canada the 11th largest import market in the world.
- Immigration is driving a booming ethnic market and diversity of consumer preferences. Retailers are struggling to meet this demand, suggesting expanded opportunities for imported products.
- Canada offers duty-free and quota-free market access to least-developed countries and lower-than-normal tariff rates to over 100 other developing countries.

LEARN ABOUT THE CANADIAN MARKET

The first section of the guide provides insight into the Canadian market from an exporter's point of view. Which parts of the economy are growing? What are the major consumer groups, their tastes and preferences? How are demographic shifts and market trends impacting Canadian spending habits? Drawing on immigration data, opportunities are highlighted within Canada's booming ethnic market. Canadian import figures are provided by sector and source country, giving a clear picture of the competitive landscape. Regional profiles of Canada's major consumer markets help you to better target your products in this country.

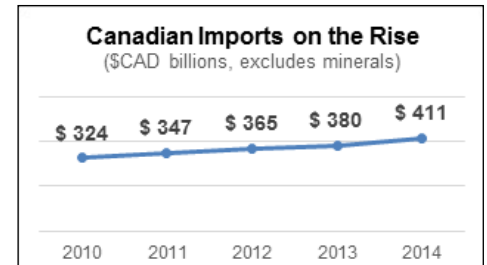
UNDERSTAND THE ROUTE-TO-MARKET

The second section of the guide offers insight, advice and contacts needed to get your products into the Canadian marketplace. What market entry strategies will give you a competitive edge? How can you meet buyers? What import regulations will you need to consider? Learn what Canadian buyers are looking for, how to avoid common mistakes, and tips for securing a long-term supply contract. Minimize your risk of non-compliance by understanding Canada's regulatory environment and border inspection procedures. Determine whether your product is eligible for preferential rates of duty and which transportation route fits your needs. The Guide also provides a window into TFO Canada's online services to boost your market research.

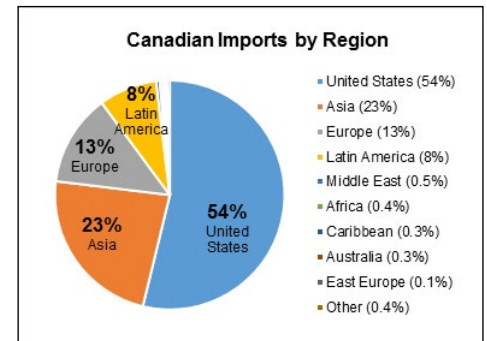
Table of Contents:

- Part 1: Understanding Canada's Demographics
- Part 2: Understanding the Canadian Market
- Part 3: Entering the Canadian Market Information
- Part 4: TFO Canada as your Trade Partner

This Guide is available for free to registered members of TFO Canada.
[Click here](#) to download your copy.

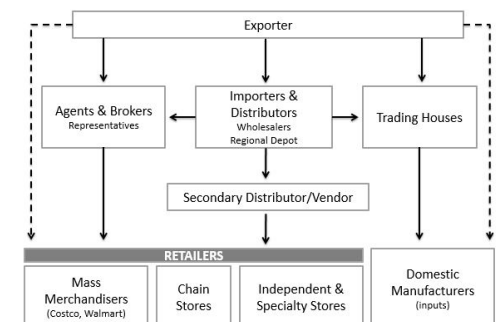


Excludes minerals (HS Codes 26–27 and 71–80)
Source: Industry Canada, Trade Data Online



Source: Industry Canada, Trade Data Online, 2014

Distribution Chart



HALAL MARKET IN CANADA



Halal products are emerging as a potential bright spot for growth within Canada's diverse ethnic market. According to Nourish Food

Marketing, the Canadian market for halal food is currently worth CAD \$1 billion and growing at 13% annually.

It is estimated that there are 1 million Muslims living in Canada, with half residing in Ontario and the greatest concentration in the Greater Toronto Area (GTA). The influence of immigration is influencing retail space, with entire aisles dedicated to halal products especially meats.

At last year's Halal Food Festival in Toronto, organizers Halal & Co Media recorded the following survey results from their halal shoppers:

- 40% spend more than \$100 per week on groceries
- 80% buy halal labelled grocery 3 times a week
- 25% want halal candy and snacks
- 70% opt for local shops over national retail chains

Clarecia Christie, TFO Canada's Project Manager Trade information Services, visited the 2015 edition of the festival and observed the following insights:

Market Segments: Dairy Products, Meats, Processed Foods, Chocolates and confectioneries, Teas, Bee Products, Baked Goods, Convenience Foods/ Ready-to-Eat, Nutraceuticals, Cosmetics (lip balms), Foodservice, Restaurants (Dine-In & Fast Foods), Perfumes

Players in the Market: Certifiers, Wholesalers, Retailers, Exporters (Middle East), Food service companies
Services to the Market: Door-to-Door delivery, Halal Magazines, Fast Food companies offering Halal foods e.g. Panago Halal certified Pizzas, FMCG companies offering halal products e.g. Knorr bullions

Certifiers: Canadian Council of Imams, Halal Advisory Group, Halal Monitoring Authority

Possible Opportunities for TFO Canada Exporters:

1. Supply Canadian manufacturers of Halal products with halal food additives e.g. halal gelatin for yogurts and nutraceuticals (nutritional supplements), preservatives
2. Natural health products such as toiletries and cosmetics

CANADIAN MARKET FOR FURNITURE

The furniture market in Canada is estimated at \$10.1 billion in 2014 with a projected growth of 2.1% annually over the next five years (2014-2018). Like other consumer goods, furniture store sales suffered a downturn during the 2008 recession, but have since recovered to positive growth on higher demand and the increasing disposable income of Canadians.

upholstered furniture (\$982,000), and wood furniture (\$929,000). This influx of foreign imports, especially from China, has intensified price competition amongst the 3,500 furniture stores located across Canada.

combine quality furniture with lower-price designs from lifestyle stores in order to change their style preferences more frequently. Industry innovation is being driven by Canada's condo boom, with new lines of compact and multipurpose furniture, as well as eco-friendly materials that appeal to millennials.

MARKET SEGMENTS

Sales of household furniture for the bedroom, living room and dining room accounted for nearly 70% of sales in 2014, followed by office furniture (27%) and outdoor furniture (4%). Unsurprisingly, working age Canadians (25 to 44 years) are the largest consumer group of furniture, accounting for 40% of sales. Baby boomers (46-64 years) account for 27% of furniture sales, followed by millennials (24 years and under) at 10%.

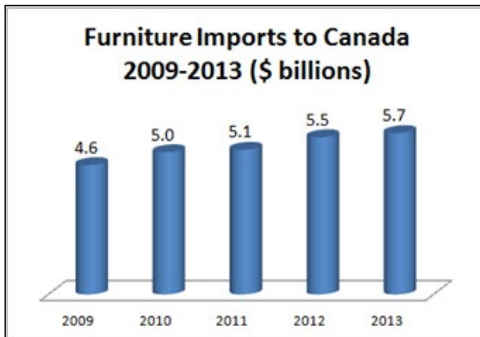
ROUTE-TO-MARKET

Exporters must comply with Canada's strict regulations on flammability and may be required to produce a phytosanitary certificate to demonstrate proper fumigation for certain wood products. Distribution of household furniture in Canada is essentially based on direct delivery from manufacturer to freight forwarder to importer, which in some cases may be the retailer.

CONSUMER TRENDS

In general, Canadians value durability and long-lasting pieces, while smaller niche markets for high-end furniture exist in the design centres of Toronto and Montreal. Consumers often

This information has been extracted from TFO Canada's Market Information Paper "Furniture". Registered members can download the full report at www.tfocanada.ca/mip.php.



Source: Industry Canada, Trade Data Online

IMPORTS

Canada's furniture market is heavily globalized and imports supply over half of market demand. Furniture imports reached a five-year high of \$5.7 billion in 2013, led by shelving units (\$1.9 million),

SNAPSHOT OF TFO CANADA ACTIVITIES

ECUADOR ROSES TRADE MISSION TO CANADA

JULY 14, 2015

TFO Canada Regional Representative for Quebec, Marc Germain, in collaboration with the Trade Office of Ecuador in Canada, hosted twelve Ecuadorian rose exporters on a trade mission to Canada. Mr. Germain presented to the group on the Canadian market for cut roses, including market dynamics, key players and practical advice for market entry strategy. Exporters were led on a retail tour in Montreal and had the opportunity to attend business-to-business meetings with Canadian importers. The mission also had a market visit to Toronto.



Rose producers from Ecuador on their first trade mission to Canada

VISIT OF VICE MINISTER FOR SALVADORIANS ABROAD TO CANADA

SEPTEMBER 9-12, 2015

The Vice Minister for Salvadorians abroad visited the three Canadian cities of Toronto, Montreal and Ottawa this September. TFO Canada Regional Representative for Ontario, Alma Farias, presented TFO Canada's services for exporters and importers during her visit to Toronto. Ms. Magarin learned about TFO Canada's projects in the country and the organisation's partnership agreements with COEXPORT and PROESA. She offered support and potential participation for futures projects with these local organizations.



Alma Farias, TFO Canada, meets with Vice Minister Ms. Magarin

EXPORTER'S GATEWAY INTO THE CANADIAN MARKET

TFO Canada has successfully hosted the first two sessions of its Canadian Market Familiarization Tour and Training Program in Toronto and Montreal. The goal of each five-day training session is to strengthen the capacity of our partner organisations to better support exporters from their country in accessing the Canadian market. Participants were provided in-depth information and tools on a range of topics, including import requirements, transportation of goods, and exporter readiness. The training included presentations from Canadian sector experts, visits to import distribution facilities and a retail market familiarization tour.

TRAINING PROGRAM GROUP 1 SEPTEMBER 14-18, 2015

The first training session was attended by trade support institution representatives from Saint Lucia, Grenada, the OECS, Kenya and Ghana.



Trade representatives from Saint Lucia working on their Action Plan



Retail tour in Montreal takes participants through all levels of the grocery market

TRAINING PROGRAM GROUP 2 SEPTEMBER 21-25, 2015

The second training session was attended by trade support institution representatives from Indonesia, Sri Lanka, Jordan and Vietnam.



Zaki Munshi, TFO Canada, presenting on Exporter Readiness



Store manager explains products and pricing on retail tour in Montreal

EXPORT TO CANADA SEMINAR IN CHILE

SEPTEMBER 29, 2015

TFO Canada Regional Representative for Quebec, Marc Germain, in collaboration with ProChile organized a Seminar on Exporting to Canada in Santiago on September 29, 2015. The session was attended by local small and medium-sized businesses in Chile as well as ProChile staff. Mr. Germain shared information and practical advice on how to access the Canadian marketplace. Participants were also exposed to TFO Canada's online trade information services and tools.

ETHIOPIAN FINE TEXTILES PRESERVE CULTURE BY CREATING JOBS

Sammy Abdella founded [Negist](#) in 2005 with his mother, sister and two artisans working out of his family home in Ethiopia. The company brings the vitality and rich heritage of Ethiopia to life, producing unique home décor and fashion products including scarves, cushions, curtains and linens.

Two years after its launch, Negist was selected as one of six companies from Ethiopia to participate in TFO Canada's [Design Africa](#) program. Through Design Africa, Negist received support in product design development, marketing and promotion. Negist developed a visible and long-lasting brand and trained its artisans in alternative embroidery and stitching techniques.

Sammy had the opportunity to visit Canada and exhibit at the 2008 [SIDIM Design Show](#) in Montreal. TFO Canada also arranged B2B meetings for Negist with potential buyers in Toronto. Sammy credits this exposure to the Canadian market and contacts made as important building blocks to take his company further and grow brand awareness.

Today, Negist works with over 47 permanent artisans and exports its products to all corners of the globe, from Europe, to Japan, to Australia, to Africa, to the Middle East and, of course, to Canada. For the past five years, Negist has been working with [IA:MM Inc.](#), a design showroom in Toronto that acts as the company's Canadian distributor. Through this relationship, Negist has secured sales with some of Canada's top design retailers, including



A weaver ties warp yarn onto a hand loom. Negist works with over 47 permanent artisans including weavers, embroiderers and cotton spinners.

Holt Renfrew's [H Project](#) for socially responsible brands.

"Stores love to tell the story of the products they have," says Anne Izumi, President of IA:MM Inc. Sammy agrees that Canadians appreciate the product because it is unique, but also because of the work behind it: "They understand the value of working with artisans to preserve their culture and the talent of handmade articles."

Creating sustainable employment is at the core of Negist's business model. Sammy remembers when he started 10

years ago, artisans in the group said they would never want their children to take up their craft. In fact, they were working hard to send their children to school for a brighter future away from the life their parents had known. Today, this story is changing. "The main thing that people want is to work," says Sammy. "Nobody wants a free hand out. If you can create this environment and find the right markets, then the artisans begin to see themselves as independent workers and take pride in what they do."

Read more success stories on our website at www.tfocanada.ca

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 of smaller male and female owned/managed exporters from developing countries and for the men and women they employ. Founded in 1980, TFO Canada is a non-governmental, non profit organization.

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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

130 Slater Street, Suite 1025 Ottawa, ON
Canada K1P 6E2
1.613.233.3925 (tel.)
1.613.233.7860 (fax.)
1.800.267.9674 (toll-free)
E-mail: newsletter@tfocanada.ca