



# TPSA Project Offers Step-by-Step Training on How to Export to Canada

As a part of TPSA's activities to promote Indonesia's exports to Canada, a draft step-by-step guide on how Indonesian small and medium-sized enterprises (SMEs) can export to Canada was produced. The guide offers practical information and tips to help Indonesian exporters better understand the Canadian market and the export process. While the guide should be used as a reference, Indonesian companies will need to invest additional time and resources to conduct their own market research, make the right connections, and develop an export strategy specific to their firm.

TPSA conducted a 1½-day workshop for stakeholders from the government, private sector, and business associations to present highlights from a step-by-step guide on exporting to Canada. Through a combination of presentations and interactive discussions, workshop participants had the opportunity to offer feedback on how the guide

can best be used by government trade promotion agencies and business associations, as well as Indonesian SMEs themselves to improve their exports to Canada.

The workshop was led by Zaki Munshi, international development expert at TFO Canada. TFO Canada is





a non-governmental, non-profit organization based in Ottawa whose mandate is to promote sustainable economic development through export information, advice, and contact. TFO Canada facilitates access to the Canadian marketplace and shares Canadian trade expertise for the benefit of SMEs wanting to export to Canada.

"If you are committed and do your homework, you will see there are big opportunities for your products in Canada. You will need to find a good partner to work with and be persistent throughout the process. Remember, it doesn't happen overnight."

—ZAKI MUNSHI  
TFO Canada

## Why Export to Canada

While Canada is a relatively small country in terms of population, only 10 per cent that of the United States, Canada actually imports nearly twice as much on a per capita basis. In 2015, Canadian imports were US\$419 billion, making Canada the ninth-largest import market in the world. Canada ranks in the top 10 on most international rankings, with high income per capita, life expectancy, and educational achievement.

In addition, Indonesia and Canada have a long history of collaboration and cooperation. Indonesia's trade office in Canada and Canada's trade office in Indonesia are well-positioned to help Indonesian exporters with market research, understanding export/import requirements, and finding buyers. Exports from ASEAN countries to Canada have increased by 55 per cent over the last 10 years. Canada's overall imports only increased 35 per cent in that same time period.

## Ten Steps to Exporting to Canada

Mr. Munshi outlined the 10 steps for export preparation in the guide. It is not expected or necessary for Indonesian exporters to do all 10 steps by themselves. A number of services exist to assist Indonesian exporters through each step of the export process, many of which have been outlined in each specific chapter of the guide.

### Step 1: Assess Export Readiness

The guide includes a self-assessment checklist for Indonesian exporters to understand the commitment, strategies, and resources needed to be a successful exporter. An export-ready business is one that has the capacity, resources, and management to deliver a marketable product or service in Canada at a competitive price.

### Step 2: Conduct a SWOT Analysis

Indonesian firms that are considering exporting to Canada must clearly understand their strengths and weaknesses and identify opportunities and challenges that could impact their success. An excellent way to get this information is to conduct a SWOT (strengths, weaknesses, opportunities, threats) analysis.

### Step 3: Prepare an Export Plan

Indonesian firms considering exporting to Canada need to prepare an export plan, which is basically a business plan with a focus on selling in the Canadian market. The plan should include sections covering, for example, the identification of the target market, a listing of financial and other resource demands, and regulatory and logistical issues.

### Step 4: Conduct Market Research

Having a good understanding of the Canadian market is essential for Indonesian firms that want to be successful exporters. Market research is the key



The workshop was opened by (left to right) Santi Setiastuti, (Head of Division of Promotion and Cooperation, Indonesia Export Training Centre), Greg Elms (Field Director, TPSA), and Francisca Indarsiani (Senior Development Officer, Global Affairs Canada).



to understanding the opportunities in Canada and the possible challenges that may be encountered. It can confirm that an opportunity actually exists, give insight into how a product or service may need to be changed to meet Canadian legal and other requirements, or help an Indonesian firm discover what's important to Canadian customers.

*Step 5: Develop a Marketing Strategy*

Before an Indonesian exporter fills its first Canadian order, it will need an export marketing strategy to plan how to reach the Canadian market. The “five Ps” should be considered in the strategy: product, price, place, promotion, and people.

*Step 6: Determine How to Enter the Canadian Market*

Indonesian exporters to Canada must decide whether to export directly to an importer, distributor, or retailer in Canada, or indirectly through an intermediary such as a distributor, agent, or trading house located in Indonesia.

*Step 7: Complete the Sale*

Once a buyer has made an enquiry about one of the products or services, the next key steps to complete the sales contract process are typically to quote a price and make an agreement.

*Step 8: Ensure That Exports Meet Indonesian Export Requirements*

Before an Indonesian company can export its products, it needs to make sure it meets all Indonesian export requirements.

*Step 9: Ensure That Exports Meet Canadian Import Requirements*

Indonesian exporters working with a Canadian partner, such as an agent or importer, will want to be sure that the partner is knowledgeable about Canadian import requirements for their product. Indonesian exporters should work closely with their Canadian partner to make sure their products meet all Canadian import requirements and regulations.

*Step 10: Ship Goods From Indonesia to Canada*

Choosing the right shipping method, or combination of methods, is vital to export success—Indonesian exporters should ensure that the product gets to Canada on time and at the lowest cost.



Regina Kindangen (Director of PT Nancy Citra Fantasi) receives a certificate of participation from Zaki Munshi, international development expert from TFO Canada.

### Participant Feedback

Participants were very engaged in the course and materials. They actively participated in the discussion and quickly grasped the context. Most noted that they expected to use the new knowledge to consider Canada as an important export destination for Indonesia.

### About the TPSA Project

TPSA is a five-year C\$12-million project funded by the Government of Canada through Global Affairs Canada. The project is executed by The Conference Board of Canada, and the primary implementation partner is the Directorate General for National Export Development, Ministry of Trade.

TPSA is designed to provide training, research, and technical assistance to Indonesian government agencies, the private sector—particularly small and medium-sized enterprises (SMEs)—academics, and civil society organizations on trade-related information, trade policy analysis, regulatory reforms, and trade and investment promotion by Canadian, Indonesian, and other experts from public and private organizations.

The overall objective of TPSA is to support higher sustainable economic growth and reduce poverty in Indonesia through increased trade and trade-enabling investment between Indonesia and Canada. TPSA is intended to increase sustainable and gender-responsive trade and investment opportunities, particularly for Indonesian SMEs, and to increase the use of trade and investment



Zaki Munshi, international development expert from TFO Canada, discusses the step-by-step guide with participants.

analysis by Indonesian stakeholders for expanded trade and investment partnerships between Indonesia and Canada.

The expected immediate outcomes of TPSA are:

- improved trade and investment information flows between Indonesia and Canada, particularly for the private sector, SMEs, and women entrepreneurs, including trade-related environmental risks and opportunities;
- enhanced private sector business links between Indonesia and Canada, particularly for SMEs;
- strengthened analytical skills and knowledge of Indonesian stakeholders on how to increase trade and investment between Indonesia and Canada;

- improved understanding of regulatory rules and best practices for trade and investment.

For further information, please contact the Project Office in Jakarta, Indonesia:

**Mr. Gregory A. Elms, Field Director**

*Canada-Indonesia Trade and Private Sector Assistance (TPSA) Project*

Canada Centre, World Trade Centre 5, 15th Floor  
Jl. Jend. Sudirman Kav 29-31 Jakarta 12190,  
Indonesia

Phone: +62-21-5296-0376, or 5296-0389

Fax: +62-21-5296-0385

E-mail: [greg@tpsaproject.com](mailto:greg@tpsaproject.com)