

EDC RESOURCES: HELPFUL LINKS & RESOURCES

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ECONOMIC & EXPORT REPORTS

[Global Financial Markets](#): Keep track of international markets that matter to your business. Get the latest financial and macroeconomic information for both developed and emerging markets.

[Global Economic Outlook—Summer 2020](#) As the world grapples with COVID-19 and rapidly shifting economic and political news, Canadian exporters are facing new risks during these uncertain times. EDC's Global Economic Outlook offers insight on these challenges to help you make better business decisions.

[Global Export Forecast—Summer 2020](#): Get expert insights from EDC's Economics team on the current trends influencing global trade and Canadian exporting.

[The Commodity Tracker](#): Commodity prices can impact exporting, world trade and your business, but you can stay abreast of prices and other indicators with this at-a-glance report.

[EDC's Trade Confidence Index](#): In the 2020 mid-year TCI, the outlook of Canadian exporters fell to its lowest level ever. COVID-19, protectionism, trade tensions and economic concerns all contributed to their declining confidence. Discover the highlights of this insightful survey, including the top markets of interest for exporters

INCOTERMS AND RULES OF ORIGIN

[Incoterms® 2020: The new rules of trade](#) : This webinar will give you basic understanding of the Incoterms 2020 rules, rules of origin, and how you can leverage free trade agreements when doing business internationally..

[Rules of Origin: The top 3 things exporters need to know](#) : This three-part series on rules of origin begins with an overview of what they are, what role they play in trade negotiations, and how they differ between products, sectors and free trade agreements.

[Made in Canada: Understanding certificates of origin](#): This blog post examines:

- Preferential and non-preferential COs
- How free trade agreements (FTAs), rules of origin and COs are related
- Determining the country of origin
- Using preferential COs under Canada's FTAs
- Using non-preferential COs when there is no FTA

TRADE AGREEMENTS

[CUSMA: Navigating the new North America trade deal:](#)

This EDC Economics' report offers a thorough overview of the Canada-United States-Mexico Agreement and the economic benefits and opportunities for exporters and investors.

[Profiting from Canada's free trade agreements:](#) In this guide, we look at each of Canada's free trade agreements and explain when and how you can use them to do business globally.

[Doing Business in the European Union.](#) Your guide to exporting to the EU, from finding out where opportunities lie to developing strategies to use them

[CPTPP: Use the agreement to grow your global sales.](#) Learn how to take advantage of CPTPP to grow your sales in Asian markets such as Japan, the world's third-largest economy, as well as emerging markets such as Vietnam and Malaysia.

IDENTIFYING AND ANALYZING TARGET MARKETS

[Discover new markets:](#) Find the best markets for your business with this detailed guide, as well as market entry strategies, investing, steps to export success, and more.

[Market Entry Advisors](#) Bringing your business to a new country? Call these key experts before selling abroad and get helpful tips about each market. Explore contacts in key international trade markets:

- **Asia & Pacific:** [Australia](#), [China](#), [India](#), [Indonesia](#), [Japan](#), [Philippines](#), [Singapore](#), [South Korea](#), [Thailand](#), [Vietnam](#)
- **Africa & Middle East:** [Ghana](#), [Nigeria](#), [South Africa](#), [United Arab Emirates](#)
- **South & Central America & the Caribbean:** [Brazil](#), [Columbia](#), [Peru](#)
- **Europe & CIS:** [Germany](#), [Hungary](#), [Kazakhstan](#), [United Kingdom](#)
- **North America:** [Mexico](#), [United States](#)

[Selling your services to the world:](#) Service exports are growing much faster than goods exports, and have been more resilient during tough economic times. With a record \$128 billion in international sales in 2018, Canada's service exporters are continuing to take advantage of emerging global opportunities.

[Making the connection: How to find global partners and suppliers:](#) Setting up operations in a new target market requires partners and suppliers who will help facilitate deals and distribution chains for your business. By making the right connections with the right people, you can clear the path to long-term success. Our webinar, Making the connection: How to find global partners and suppliers, will show you how to connect with partners and suppliers you can trust.

[Beyond exporting: Building or buying international operations](#) Learn how you can expand operations outside of Canada to increase sales, improve service, and access supply chains and resources—and how EDC can help.

COMPLETING AN EXPORT PLAN:

[Diversifying your market, one step at a time](#): Learn how diversifying into multiple markets is key to business success, and learn how to choose the best markets and entry strategies for your company.

[Trade shows and you: How to get the most from your trade show investment](#): Learn how wisely selecting and preparing for trade shows can help you enter new markets, increase sales, and increase awareness of your company.

[How to qualify as a preferred vendor](#): Get the most benefits of being preferred supplier by learning how to select the best suppliers (primes) for your company, and convince them to choose you.

[Finding, training and managing international agents and distributors](#): Learn how international agents and distributors can help you overcome the barriers when dealing in less familiar markets, and how to choose the right ones.

MANAGING RISK:

[Managing risk: A guide for exporters](#) : A Guide for Exporters will walk you through the factors behind your risk level and teach you how to plan ahead for the unexpected.

[Managing political risk](#) - Political risk is unpredictable, but here's how you can create a risk management program and policies to limit the potential negative effects.

[To insure or not to insure?](#) Is credit insurance worth the cost? This white paper helps you decide by showing how insurance not only helps you get paid, but can increase cash flow.

[Risk and cash flow management](#): Learn successful techniques to deal with the higher operating risks and cash flow requirements of international business in this detailed guide.

[Financial crime in international trade](#): Your company could become involved in financial crime without even knowing it. Learn about the risks and how to manage them in this detailed guide.