



## GROW YOUR INTERNATIONAL SALES

The only thing better than getting international sales for your business is getting more of them. And with EDC's solutions, getting those sales means not only a stronger bottom line – it also means gaining the credibility and confidence you'll need to take advantage of new opportunities as soon as they arise.

EDC's solutions for increasing your international sales can help you access more capital and credit, manage risks and even provide financing for your customers. Using these powerful solutions to grow your company can provide you with advantages that much bigger businesses have – but you don't need to be big to use them.

# HOW TO GROW YOUR BUSINESS



The most enticing goal of business growth is to improve your bottom line. You take personal pride in your company, after all, and larger revenues mean more cash, credibility and confidence when you enter new markets, pursue new customers or expand your operations.

In fact, growing your business is really about increasing your freedom to make choices without being hampered by lack of funds or the fear of risk. And no matter what size your company is, Export Development Canada (EDC) has the solutions that can help you do exactly that.

## Tip

If you think you don't have enough customers or revenue to do business with EDC, you're in for a pleasant surprise. About 80 per cent of our customers are smaller companies, and you can benefit from our solutions even if it's your very first international sale or if you have only a single customer. Visit [www.edc.ca](http://www.edc.ca) to learn more.

# HOW TO GROW YOUR BUSINESS WITH CONFIDENCE

Some entrepreneurs struggle for business growth as if walking on a tightrope. For them, every step forward is a risk. They're never quite certain whether they'll find a sure footing, or lose their balance and take a fall.

But with EDC insurance solutions, you can take the risk of international sales in stride. Even better, our financial solutions can help you obtain the capital and the credit to keep your business moving forward. That means your cash flow won't become a risky balancing act.

Check out the scenarios in this brochure and see how EDC can help your business grow.

## Tip

EDC has been in the export business for more than 60 years, and our experts can help you do business in up to 200 markets worldwide, including 130 emerging markets.

You can start discovering these new opportunities through the free resources and market intelligence available at [www.edc.ca](http://www.edc.ca). For example:



## I need cash to grow my business in a new market

Exporting often puts a new twist on an old adage – winning a contract isn't just a result of what you know, it's also based on who knows *you* and what they know *about* you. While all successful businesses are built on strong relationships and reliable reputations, these are especially vital in international sales, where prospects can be wary of dealing with a company located half a world away.

For example, if you land a contract, you may need immediate working capital to increase production so you can fill the order reliably and promptly.

With EDC's loans and flexible repayment terms, you can often get the financing you need.

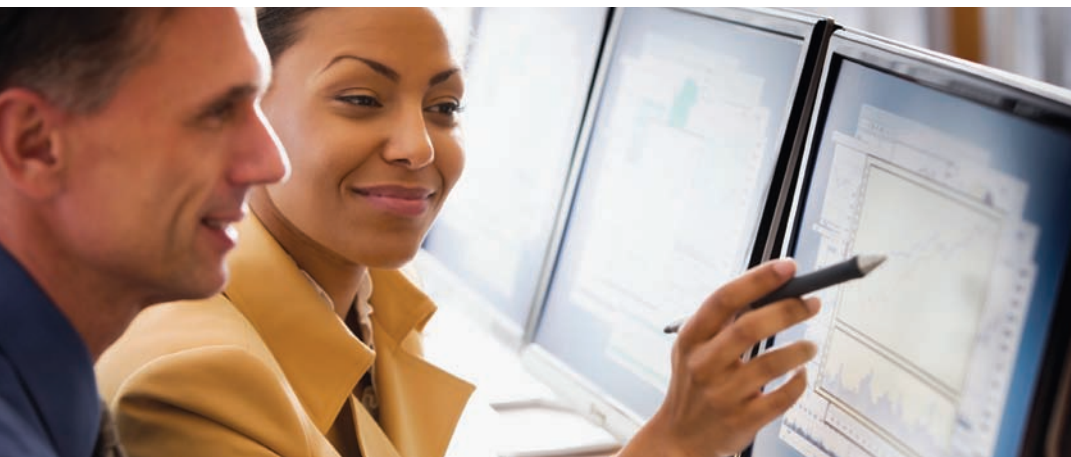




## HOW TO TIP THE SALES IN YOUR FAVOUR

There's a host of lucrative opportunities on the world market, but few of them remain a secret for long. The one thing you can be sure of is that another company will always be trying to win your prospect's business.

Savvy exporters soon learn that successful companies can't survive on quality products or services alone. Sometimes it takes that little extra, such as being able to provide financing to your customer to support an export sale. With EDC financial solutions, you can offer your buyers attractive contract terms that might just tip their buying decisions in your favour.



### Tip

Providing financing to your customer through EDC can also help free up your cash flow. Since EDC pays these funds directly to you rather than to your buyer, this solution frees up your cash flow. We take on the risk and bother of the loan repayment, while you get the working capital you need to move on to your next business deal.

### MY CUSTOMER IS READY TO BUY, BUT NEEDS FINANCING

Many business people mistakenly believe that they control only the first half of a business transaction – making the sale – and must then simply wait for the buyer to arrange financing for the purchase. But with EDC solutions, you can assist your customer by referring them to EDC for financing, whether structured as a loan, a guarantee or a line of credit.

And it gets even better. Since typically payments are made directly to you as per the terms of your commercial contract, this solution also frees up your cash flow. We assume the risk of the loan repayment, while you get the working capital you need to move on to your next business deal.



You can take advantage of these two customer-financing options:

#### **Buyer Loans**

EDC can provide medium- or longer-term financing directly to your foreign customer to support larger export sales. We can also work with another financial institution to provide a complete financing package to your buyer.

#### **Lines of Credit**

We can establish lines of credit with your foreign customers if they intend to buy repeatedly from Canadian companies, including yours. We also have lines of credit with many foreign financial institutions that can on-lend money to buyers of Canadian goods and services.

To find out more, visit [www.edc.ca/creditline](http://www.edc.ca/creditline).

# HOW TO CASH IN ON CASH-FLOW SOLUTIONS



As your business grows, keeping a steady cash flow can become a worry. First you spend money to make the sale, then you need cash to finance your project or manufacture your goods, and sometimes you have to put money into trust to guarantee the deal. While all that's going on, you're looking for the next sale to keep your business growing.

Having EDC on your side can help to solve your cash-flow worries. With EDC's insurance, guarantees and financing solutions, you can help make your bank comfortable with giving you the credit you need, which frees up your cash flow for future growth. For example:

## **I HAVE A FOREIGN AFFILIATE OR SUBSIDIARY AND WANT TO INSURE ITS FOREIGN RECEIVABLES TO FREE UP MY CASH FLOW**

Having the right receivables insurance is like having money in the bank. When financial institutions know your business is covered by EDC, they're likely to be more confident about providing you with loans or credit – without tying up your operating line or collateral.

EDC has receivables insurance to accommodate your unique needs, including coverage for your foreign affiliates. So whether you have just one customer, or just one contract, or want to cover your entire book of business, we can customize a solution just for you. And if you do need to make a claim on your receivables insurance, you'll find our process simple and effective.



## **I HAVE TO PROVIDE A BOND TO MAKE THE SALE, BUT IT WILL TIE UP MY OPERATING LINE**

You don't need to tie up your capital to provide a bond – EDC may guarantee it! When EDC provides your bank with a guarantee, your financial institution will often issue the bond without asking for collateral and thus tying up your operating line.





### **I WANT TO EXPORT OR MAKE FOREIGN INVESTMENTS, BUT I NEED MORE FINANCING**

Your business can't grow if you don't take risks. Unfortunately, these risks can make your financial institution reluctant to provide you with the credit you need to support your foreign sales or investments. But if an EDC guarantee is backing you, your bank may be more willing to provide you with the necessary financing.



#### **For example, we can provide guarantees on loans to help you:**

- › Finance your work-in-progress or foreign-domiciled inventory.
- › Finance ongoing, export-related working capital needs.
- › Finance the purchase of equipment and cover other expenses related to exports.
- › Finance your federal Scientific Research & Experimental Development Tax Credits and Provincial Interactive Digital Media Tax Credits.
- › Finance business investments outside Canada.

Don't let a lack of funds keep you from meeting your foreign investment goals.

### **I NEED TO BUY A FOREIGN EXCHANGE CONTRACT, BUT DON'T WANT IT TO TIE UP MY OPERATING LINE**

Fluctuations in foreign currency are an expected part of international sales. But when you're dealing with large sums of money, or when foreign currencies fluctuate dramatically, the costs can be substantial. That's why financial institutions often demand that you put up collateral when you purchase a foreign exchange contract. But with an EDC guarantee, your financial institution may get the assurance it needs to issue you with a contract, so you can keep your collateral and still receive the currency protection you're seeking.



## WANT TO KNOW MORE?

You can find out more about EDC's financial solutions by visiting  
[www.edc.ca/solutions](http://www.edc.ca/solutions)

Ce document est également disponible en français.

[www.edc.ca](http://www.edc.ca)

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