

MOMENTHAï

Julie Allen



NCCC
Netherlands-Canada
Chamber of Commerce

What is CETA?



- The Comprehensive Economic and Trade Agreement, or CETA, is a trade agreement between the EU and Canada.
- The agreement was signed on October 30, 2016. CETA entered into (provisional) force on September 21, 2017.
- It aims to provide fair market access between Canada and Europe.
- By boosting trade with Canada, CETA will create jobs, growth and new opportunities for your business.
- Europe can offer Canadian companies the innovation, technology and skilled workers that the country needs.
- It also acts as a gateway to the US & Mexico markets.

What is CETA?



Scrapping customs tariffs for exporters and importers



Creating new opportunities for farmers and food producers



Opening up the Canadian services market to EU firms



Enabling EU firms to bid for more public contracts in Canada



Public procurement offers new market opportunities

German based Reclay Group is an international service provider in packaging and waste management, providing consulting and recycling services to help governments and businesses reach their recycling targets.

What is CETA?



Protecting research and creativity



Making it easier for EU professionals to work in Canada



Encouraging more investment between the EU and Canada



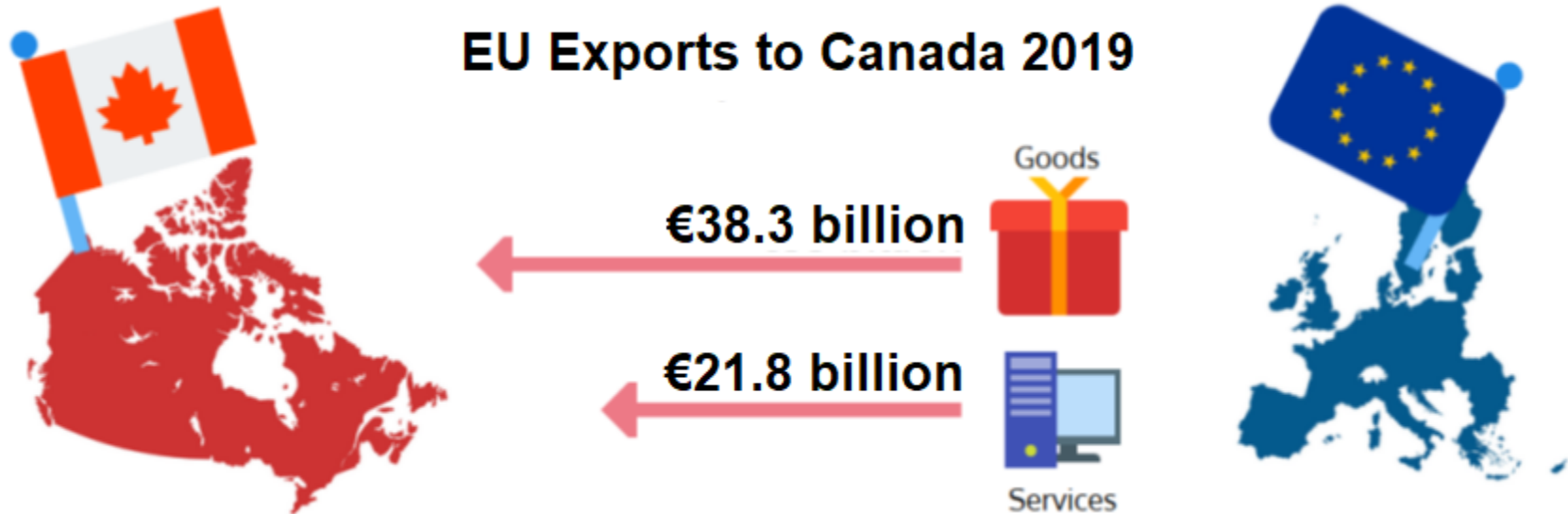
Helping the EUs' small businesses export more to Canada



[Freywille offer expanding](#)

Austrian enamel jeweler has increased shipments to Canada from once per quarter to every month thanks to CETA's tariff cuts and artistic protection.

Why Canada?



Population of 37.59 million with 14.57 million in Ontario compared to 1.92 million in Latvia (2019)

The EU is Canada's 2nd largest trading partner.

Canada's international trade has been severely impacted by the Corona virus

Exports were reported to have fallen 30%

Imports were down 25%

How to export from Latvia to Canada

Do your research



How to export from Latvia to Canada

Do your research

Marketing

Understand your target market

Do you have a compelling service that fulfills a need?

Will cultural differences affect your offer?

Is your product in compliance?



PRANARÔM

SCIENTIFIC
AROMATHERAPY

Essential Oils show huge growth for Belgian company

Pranarôm is a creator of medical and scientific aromatherapy products. Thanks to certification by Canadian health and customs authorities, turnover increased from €100 000 to €350 000 in just one year.



How to export from Latvia to Canada

Do your research

Marketing

Understand your target market

Do you have a compelling service that fulfills a need?

Will cultural differences affect your offer?

Is your product in compliance?

What are your channels to market?

How do your consumers shop?

What is your USP? How are you differentiated?



To Stand Out From the Crowd,

You have to be Outstanding



To Stand Out From the Crowd,

You have to be Outstanding



But you also have to be Recognised

How to export from Latvia to Canada

Do your research

Marketing

Logistics

CETA is the first trade agreement that will use the Registered Exporters system (REX). Exporters must apply for a Registered Exporter (REX) number for shipments over 6000 Euros.



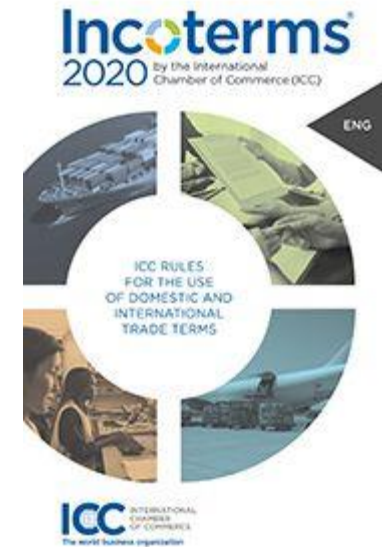
Know the terms and rules for buying and selling

Incoterms® rules feature abbreviations for terms, like FOB (“Free on Board”), DAP (“Delivered at Place”) EXW (“Ex Works”), CIP (“Carriage and Insurance Paid To”), which all have very precise meanings for the sale of goods around the world.

Are Duties and Taxes included?

Who pays for Customs clearance?

What are the payment terms?



Know your risk

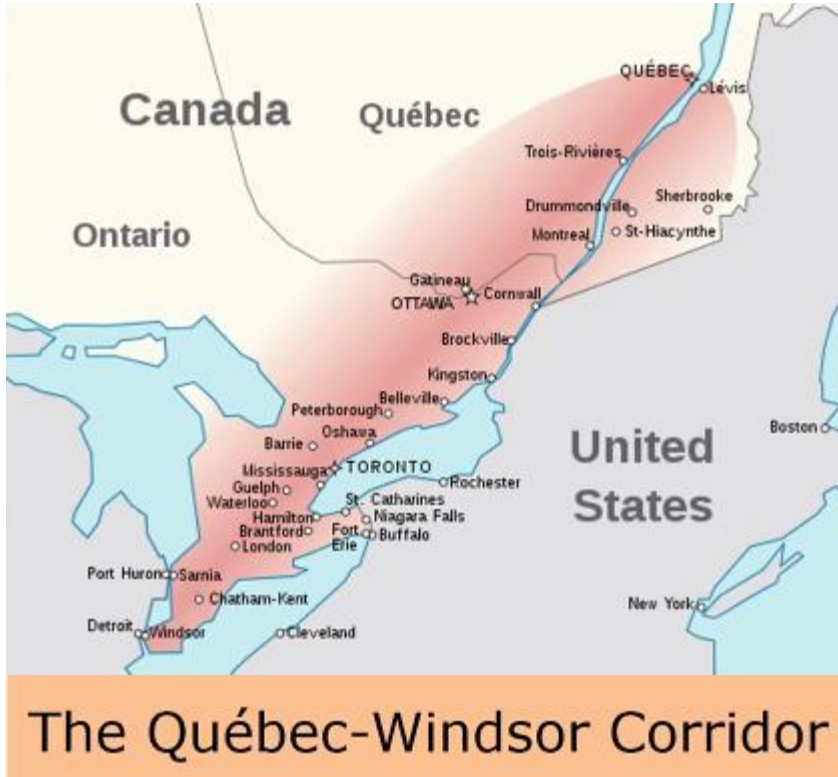
Carrier limits of liability

Cargo in transit insurance

At what point does ownership of goods change hands



Distribution



Delivering Dutch Veal to Canada

The VanDrie Group exports to over 60 countries worldwide. Since CETA removed Canadian tariffs on veal of up to 26.5% the VanDrie Group can now easily send regular shipments from the Netherlands to Canada.

With fresh and frozen produce, it is important to know the financial consequences of delayed or spoiled goods.

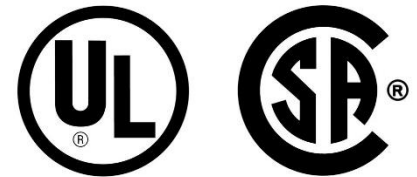
How to export from Latvia to Canada

Do your research

Marketing

Logistics

Standards requirements



Safety marking of products

A mark recognized by the Regulatory Authority Having Jurisdiction (AHJ) is a key indicator of a product's compliance with Canadian & USA legislation and is permitted to be marketed and sold in the North American market. Conformity Assessment Bodies (CABs) confirm that products comply with the Canadian requirements (legislation, standards, energy and other relevant specifications).

How to export from Latvia to Canada

Do your research

Marketing

Logistics

Standards requirements



Creating happy workplaces

Framery's pods from Finland make everyday office life happier by providing a place where people can concentrate and work more efficiently. Since CETA came into effect, it has seen sales to Canada rise by 50%.

How to export from Latvia to Canada

Do your research

Marketing

Logistics

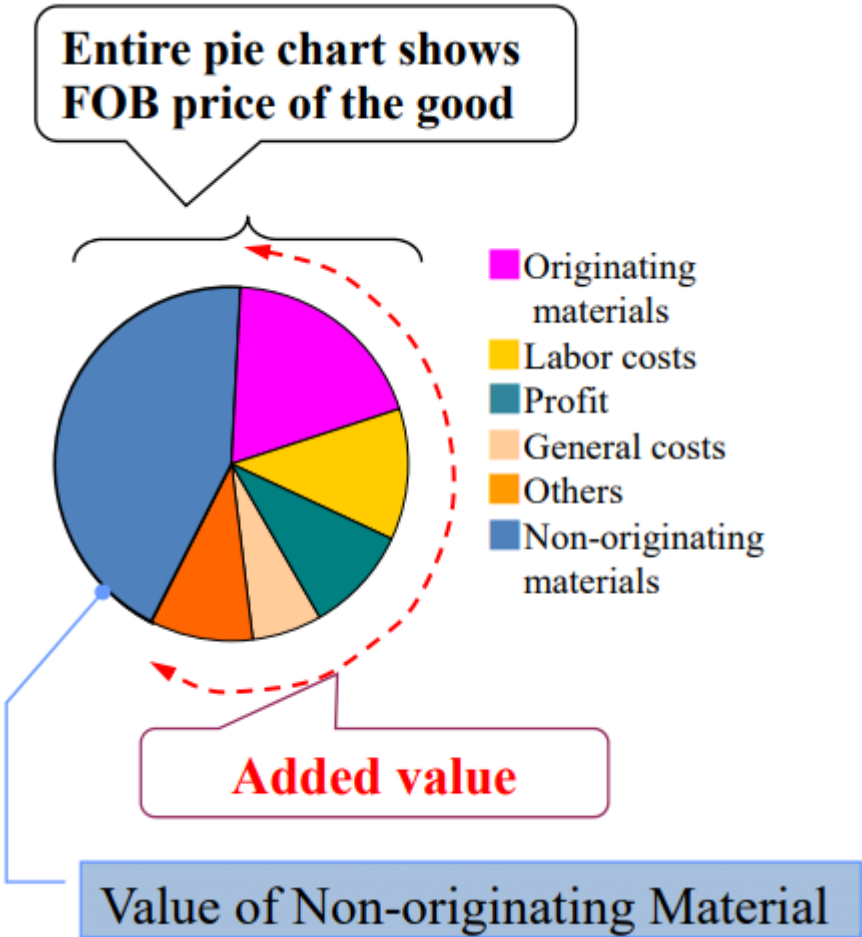
Standards requirements

Rules of Origin - declaration form

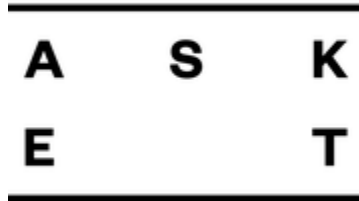


How to export from Latvia to Canada

The '**origin**' is the 'economic nationality' of goods traded in commerce.



How to export from Latvia to Canada



Asket bring meaningful essentials to men

Tariffs on EU-made clothing and textiles have been reduced from 18% to 0% in Canada. With just 6 employees, this Swedish company only sell online and now ship their clothing 'based on honest, transparent production' to Canada.



Italian jewellery that tells a story

Stella Milano 1952 has a long and strong tradition of jewelry making. With CETA's tariff cuts of up to 8.5%, Stella Milano has seen its exports to Canada grow by 30%.

How to export from Latvia to Canada

Do your research

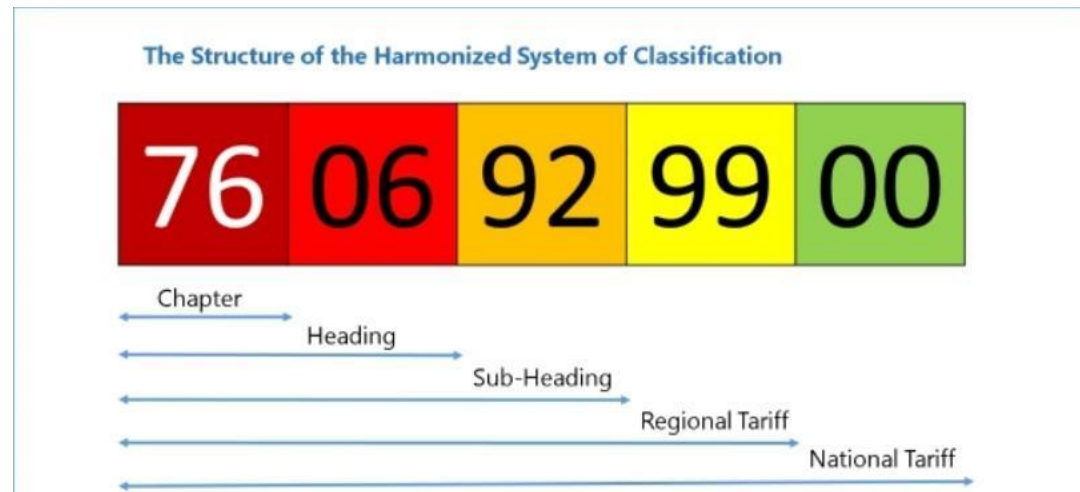
Marketing

Logistics

Standards requirements

Rules of Origin

Tariff checks



The Harmonized Commodity Description and Coding System (HS) is the standard coding structure used in international trade.

Canada Border Services Agency provides Customs Tariffs both online and to download in various formats.

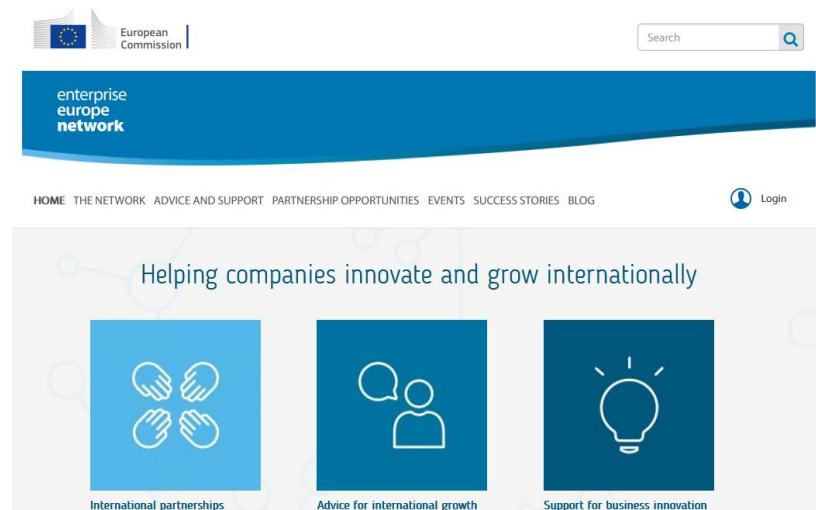
Advance Rulings are available for both Origin and Tariff Classification.

free What ^ resources are available to you?



The Enterprise Europe Network helps Canadian SMEs find new business and technology partners and provides advice on EU funding opportunities, laws and standards. This could be useful if you are looking for a partner in Canada.

CETA factsheet and guides
The European Commission provides factsheets, videos, check lists, step-by-step guides and reports on specific areas of CETA and exporting to Canada



free What ^ resources are available to you?

COMPANIES AND JOBS

95

The number of Latvian companies that export to Canada.

79%

The share of EU companies exporting to Canada that are small and medium-sized enterprises.

1,400

The number of jobs in Latvia that EU exports to Canada help support.

865,000

The number of jobs in the EU that EU exports to Canada help support.

WHAT KIND OF PRODUCTS DOES LATVIA EXPORT TO CANADA?

Companies across Latvia export goods and services to Canada. Let's take three towns or cities:



95 Latvian companies are already doing it.

Learn from them and profit from their experiences and mistakes.

Examples of Success



STIGTERSTAAL

Canada's infrastructure projects open to EU

Steel fabricator Stigterstaal specialise in the shipbuilding industry but were successful in bidding for a steel bridge project in Toronto. That initial success is resulting in investment in a Canadian presence.



Delivering valuable data to Canada's property developers

Dutch company Spotzi offers an interactive mapping platform that shows an areas demographic composition and people's behaviour like travel patterns, school density and shopping habits.



Cheers to EU-Canada bi-lateral success!

Thanks to a reduction in tariffs, trade between the EU and Canada has grown and costs have gone down. This has allowed the company to expand and invest in bi-lateral trade with a Canadian company.



Questions?



Thank you