



EXPORT NAVIGATOR

Export Navigator helps B.C. businesses grow by supporting their entry into new domestic and/or international markets.

Our community-based advisors provide expert advice and guidance throughout the entire process, offering:

- An export readiness assessment
- A business readiness assessment
- Market entry strategy support
- Market tools and information
- Streamlined service connections to support services

Export Navigator is a partnership, with support provided by the B.C. government, the federal government, Small Business B.C., Community Futures organizations, and the Comox Valley Economic Development Society.

WHO IS ELIGIBLE?

Export Navigator is open to growth-oriented small and medium-sized businesses within the six regional communities. Businesses must be willing to commit resources to the planning process, and sustaining a market entry strategy.

SERVICE PROVIDERS

For services in your community, please call:

Cariboo Region

- Community Futures Fraser Fort George
Phone: 250-960-0246
Charles Scott at charles@exportnavigator.ca

Central Vancouver Island Region

- Community Futures Alberni-Clayoquot
Phone: 250-724-1241
Darrell Goertzen at darrell@exportnavigator.ca
Kurt Fischer at kurt@exportnavigator.ca
- Comox Valley Economic Development Society
Phone: 250-334-2427
Geoff Crawford at geoff@exportnavigator.ca

Kootenay Boundary Region

- Community Futures Central Kootenay
Phone: 250-352-1933
Michael Hoher at michael@exportnavigator.ca

North Okanagan Region

- Community Futures North Okanagan
Phone: 250-545-2215 (Ext. 200)
Connie Vizlai at connie@exportnavigator.ca
Stuart Anderson at stuart@exportnavigator.ca

Pacific Northwest Region

- Community Futures Pacific Northwest
Phone: 250-622-2332
John Farrell at john@exportnavigator.ca
Eli Kelly at eli@exportnavigator.ca

For businesses in the Lower Mainland and those outside of the pilot communities, the Province's trade professionals and its network of international Trade and Investment Representatives are available to help you.

For more information please email info@exportnavigator.ca or visit www.exportnavigator.ca.



BRITISH COLUMBIA CANADA



EXPORT

NAVIGATOR PILOT



HELPING YOUR BUSINESS ACCESS NEW MARKETS



www.BritishColumbia.ca



QUESTIONS AND ANSWERS

How does Export Navigator support B.C. businesses looking access new markets?

Businesses receive in-person guidance from an advisor with advanced knowledge in market expansion strategy. Advisors connect businesses to the right service at the right time, saving them time and money.

How quickly do I have to start entering new markets?

Entering new markets takes time. Export Navigator's goal is to help businesses work efficiently and effectively towards achieving their identified opportunities.

What does a good candidate look like?

A business that can scale up operations, is willing to adapt its goods or services and is able to self-fund or obtain financing for a sustained expansion strategy.

Is there a fee to participate in the Export Navigator program?

No. Essential services (market entry readiness assessment, business needs assessment, etc.) are free. Clients referred to other service providers for additional support may be subject to a fee for services.

When will I find out if my business qualifies?

Following the completion of a client self-assessment, you will meet with your export advisor to determine if your business would benefit from participation in Export Navigator.



ARE YOU READY TO SELL BEYOND YOUR CURRENT MARKET?

1. Has your company received sales inquiries from outside of British Columbia?
2. Does your company have excess production capacity or the ability to scale operations?
3. Is your company's management willing to dedicate time and money to develop a new market for a sustained period of time?
4. Is your company willing to conduct market research?
5. Does your product or service have a competitive advantage (quality, price, innovation, etc.) over similar products in your target market?
6. Is your company able to secure financing to adapt, ship, and market your product in your target market?

BENEFITS OF EXPANDING YOUR MARKETS

• Diversifies your customer base

Expanding to new markets increases the size of your target market, may broaden your product offering and offset seasonal fluctuations in sales.

• Increases profitability

Increased production generally leads to economies of scale and decreased cost per unit, which increases your profit margins.

• Fosters innovation

Expanding to new markets fosters innovation in your goods and services, which enhances your competitiveness.

