



# CANEXPORT

## Export Business Case and Expected Canadian Benefits

Sections 3

### Export Business Case (section 3 of your application)

- This is where you demonstrate your strategic approach to the market.
- It is your chance to exhibit that your project is sound and solid, as well as to provide an explanation of the different components of your plan and how they fit into your market entry strategy

### These questions should be answered in a successful export business case ...

- How do your products/services fair in comparison to your competitors?
- Why is this project important for your firm and why is now a good time for your company to start exporting to this country?
- How your proposed project is aligned with your firm's overall business strategy? How the proposed activities and expenses are reasonable, aligned with the export strategy and eligible (as per CanExport guidelines)?
- What are your next steps to develop this market and your market entry strategy to develop a strong presence in the target country ?
- What is the Canadian content of your product/services, their value-added, niches, etc?
- Make sure to include a detailed description of the activities in this section, ex: the specifics of the proposed activities, dates, locations, etc.

### Expected Results and Canadian Benefits (SECTION 3)

- Not only should your project create results for your firm but CanExport wants to see the potential benefits for Canada clearly defined and highlighted as part of your application.
- Demonstrate why we should fund your project and how your plan will have a positive impact on the Canadian economy.  
Ex: new employees, new revenues, additional R&D expenditure, , etc.
- An explanation on how the project and activities proposed are incremental to the core business of your firm should be provided.  
Note that regular activities, production costs, activities needed for your already existing market, overhead costs, salaries, exhibit at trade shows where you already exhibited before, etc. are not considered incremental...

### Preparation, Resources and Partners

- Showcase the resources available to perform the listed key eligible activities and develop this new market, your firm's readiness to export to your target market and that the expected outcomes are realistic  
Ex: Good financial standing  
Solid/Experienced corporate management  
Knowledge of the foreign local culture  
Knowledge of opportunities and risks in the target market  
Previous export experience  
Etc.
- Where applicable, show that you are being supported by with the Trade Commissioner Service and its partners  
Ex: Industrial Research Assistance Program  
Export Development Canada  
Business Development Bank of Canada  
Regional Development Agency  
Provinces.
- Explain and justify the course of action and activities you plan to undertake and highlight potential clients/partners.