



A PRACTICAL GUIDE  
TO INTERNATIONAL TRADE

*H. Kennedy*

Strategic Resources  
in International Trade

since 1847

# SUCCESSFUL INTERNATIONAL TRADE

## 5 KEY POINTS TO REMEMBER



### *Keep an eye on your invoice.*

The CCRA (Canada Customs and Revenue Agency) requires that a commercial invoice, also known as a bill of sale, be issued in due form. It is surprising to see that many companies still lack the basic invoice information necessary for proper export/import procedure. To ensure that your shipment goes through customs quickly, the invoice must include certain information such as the names of the vendor and the carrier, the shipment date, the point of origin, the currency used and the terms and conditions of sale. By ensuring all documents are as complete as possible, you can avoid time-consuming complications.



### *Stay on top of government regulations.*

Under the *Export and Import Permits Act*, certain restrictions apply to specific categories of goods. This is notably the case for agricultural and steel products as well as textiles and clothing, for which the government assigns quotas for exporting countries. Your customs broker can verify with the proper government agencies whether it is possible to import a particular class of commercial goods and what documents are required. In cases where the imported goods exceed the allotted quotas, they cannot enter the country and must be returned to your supplier.



### *Verify labelling at all times.*

As an importer, you are responsible for ensuring that all imported goods are labelled or marked in accordance with government standards. For example, in terms of clothing, a label specifying the source and composition of the fabric must be sewn onto each item. Any breach of this regulation may result in the seizure of the shipment and/or the payment of a substantial fine. Requirements vary from one product to another. By checking your labels now, you can avoid costly errors later.



### *Always have the originals in hand.*

Ocean freight is the shipping method favored by international trade companies. The bill of lading is a way for exporters to protect themselves. It allows them to authorize the release of the shipment to the importer only after he has paid. The bill of lading is issued by the carrier and forwarded to the exporter once the transaction has been finalized. For the importer to obtain release of the shipment, he must present the ocean carrier the *original* bill of lading upon receipt of the cargo. The bill of lading is therefore an invaluable document that will help you avoid many delays.



### *Take full advantage of duty and tax exemptions.*

Free trade agreements include different privileges for participating countries. NAFTA (the *North America Free Trade Agreement*) for instance provides a duty exemption for Canadians who import goods from the United States or Mexico. To benefit from trade agreements of this nature, you must obtain a certificate that proves the origin of the goods. Ask your customs broker for more details.

# SUCCESSFUL INTERNATIONAL TRADE

## WHAT YOU SHOULD AIM FOR

### *Simplicity: one source, one representative.*

We offer a full range of services designed to facilitate your management tasks and take charge of almost all the logistical aspects of your international transactions. What's more, your account is managed by the same person, from start to finish. Because at H. Kennedy, we believe that a one-on-one approach is simpler and more efficient.

### *All services at competitive rates.*

Offering you a full range of services is one thing. Offering them at highly competitive rates – now that's the H. Kennedy difference. By streamlining your logistics expenses, you can ensure that your business remains one step ahead of the competition. This is precisely what we are offering you with our billing structure that delivers competitive industry rates.

### *Do business 24/7.*

When it comes to international trade, every minute counts. Your transactions follow their course, no matter what time of day or night it is. This is why a member of our team is always available to monitor your transactions and intervene quickly in any situation.

### *A vast international network.*

It is essential to be able to count on experienced partners. In fact, our own success is founded on this very principle. Our global network of agents and partners ensures reliable tracking of your goods at every step.

### *No-cost consultation for all your import and export questions.*

When you need advice or a quick answer, it's important to be able to depend on a reliable source. Immediately. Whether you are an H. Kennedy client or not, our toll free telephone advice line will allow you to access valuable international trade information when you need it. Just dial 1.866.3-KENNEDY.

### *Expertise you can count on.*

We know the ins and outs of international trade. We have developed a worldwide network of partners and are committed to finding the best possible solutions for our clients. And we have been doing this since 1847.



## 01 *Freight Forwarding*

In international trade, getting your goods to their destination efficiently and securely is the ultimate goal. There are dozens of potential logistics solutions out there. Our job is to find the one that is right for you.

### How we can help you:

- › We identify the best transport solutions
- › We prepare merchandise freight routing arrangements
- › We work in partnership with local, national, and international transportation networks

### Our services:

- › Air cargo
- › Ocean freight
- › Ground and rail transport
- › Batching and forwarding of shipments from the U.S. and elsewhere

## 02 *Customs Brokerage*

Import and export legislation is complex, strict and subject to frequent changes. Full compliance requires up-to-the-minute expertise, flexibility and rigour.

### How we can help you:

- › We assist you in the preparation of government documents
- › We follow up with the CCRA (Canada Customs and Revenue Agency)
- › We facilitate the payment of customs duties and taxes

### Our services:

- › Customs classification and claims
- › Canadian customs forms and export declarations
- › Quick turnaround for customs clearance at all ports of entry and at the U.S. border
- › Duty drawbacks
- › Provisional duty, antidumping duty and countervailing duty
- › GST management for non-resident businesses

## 03 *Storage*

International trade requires access to interim storage. Thanks to our international network, we are able to offer you secure and adapted storage space for short- and mid-term use, here in Canada and in locations around the world.

### How we can help you:

- › We own storage facilities in the Greater Montreal area and provide you with access to an international network
- › We find the optimal location to store your merchandise based on your specific needs
- › We provide ongoing follow-up with the insurer

### Our services:

- › Inventory loading and unloading
- › Merchandise palletization
- › Comprehensive inventory logistics
- › Customs storage

## 04 *Distribution*

Choosing H. Kennedy as your partner means that you can call on the services of a fully staffed shipping department whenever you need one. This means that both small and large businesses can tap into our solid expertise in merchandise distribution management.

### How we can help you:

- › We take direct charge of your merchandise distribution as if we were your own in-house shipping department
- › We manage your inventory diligently and efficiently
- › We seek out the best available resources globally

### Our services:

- › Inventory control
- › Packing
- › Sampling
- › Preparation and delivery

## 05 *Financing*

Customs duties and taxes are often significant capital expenditures for our clients. This is why we offer a wide variety of flexible payment terms and options.

### How we can help you:

- › We finance transactions when they go through customs
- › We accommodate you with flexible payment options
- › We assist you with governmental procedures
- › We let you benefit from our vast network of government contacts

### Our services:

- › H. Kennedy line of credit
- › Payment by credit card (Visa, MasterCard)
- › Surety bonds directly through CCRA
- › GST letter

## 06 *Insurance*

When it comes to insurance, Canadian standards often fall short of the real needs of importers and exporters. It is quite common for goods to be undervalued or simply not insured at all. To avoid these problems, talk to one of our representatives about your insurance options.

### How we can help you:

- › We offer both individual and packaged services to meet your needs
- › We have established partnerships with recognized insurers
- › We negotiate rates and provide ongoing follow-up with the insurer

### Our services:

- › Transport insurance
- › Storage insurance
- › Distribution insurance



Strategic Resources  
in International Trade

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H. Kennedy is a member of the following associations:

Canadian Association of  
Importers and Exporters Inc.  
*Breaking down your trade barriers!*



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