



Export Basics – Potential Costs of Entering Global Markets

There are many costs associated with entering a foreign market. Make sure you are aware of these costs as they will impact your final price and also bottom line. Some of these costs can include:

- Import duties, tariffs, and taxes in destination country (*taxes when exporting goods abroad*)
- Additional business services needed (*e.g., accounting, legal services, setting up maintenance/service networks, product return policies, etc.*)
- Market visits and business travel expenses (*including travel costs, tradeshow participation, interpreters, etc.*)
- Promotional brochures/flyers/fact sheets (*including translation costs, photography, graphic design and printing*)
- Hiring and retaining a broker/agent (*fees/commissions*)
- Transportation and freight (*costs to transport goods and services including freight forwarder and custom brokerage fees*)
- Public warehousing (*costs of in-house/in-country warehousing and storage, inventory management, picking and packing*)
- Insurance (*e.g., accounts receivable insurance*)
- Inspection fees (*for goods crossing the border*)
- In-store demonstrations and product sampling
- Product registration fees (*if applicable*)
- Product modification and packaging design and labelling (*may include product reformulation, language translations, metric/imperial conversions, new labelling for different markets based on requirements*)
- Introductory allowance (*one time manufacturer discount for an initial purchase of products*)

Need assistance in pricing your products?

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