



# THE DO'S AND DON'TS IN CANADIAN (NORTH AMERICAN) BUSINESS CULTURE

**Apparel Sector**

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# Business tips

## Export with Success: *Some Practical Tips*

Objective: To establish a long-term supply relationship with Canadian business partners:

1. Deliver what was promised- be realistic in offers and promises

2. Samples should represent exactly what will be delivered

3. Clear pricing- Bring your price list to meetings

4. Communication: complete, clear, fast- respond within 24 hours

5. Be proactive if problems arise

## How to Lose a Buyer

Common mistakes seen in Canada that cause exporters to lose their supply contracts:

1. Failure to answer email/phone calls promptly (within 24 hours)

2. Product quality is inconsistent between units or between shipments

3. Attempts to change pricing after it has been negotiated & agreed

4. Failure to meet supply orders on time

5. Lack of knowledge of packaging and labelling



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# Importance of Corporate Social Responsibility (CSR) considerations

## Elements of CSR (some examples)

- No child labor
- Living wage
- Working hours, holidays
- Overtime pay
- Healthy and safe environment (e.g. fire escape, medical facilities)
- Community involvement
- Gender sensitivity
- Social issues
- Child-care facilities
- Environment management

## Helps make your business more competitive, productive and innovative, through:

- Improved reputation and branding
- Enhanced operational efficiency, risk management, and access to investment & capital
- Stronger relationships with employees and communities
- CSR is important for SMEs when doing business with a growing number of Canadian businesses
- Know the regulations and legislative context related to environmental considerations

*Source: Industry Canada*



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## Do's

- Be authentic, genuine and define a purpose. Decide what matters most to your business and go from there.
- Have a clear understanding of the meaning of CSR and when/ how to present your program to the potential buyers.
- Have good communication with your stakeholders (prepare your employees for buyer's visit and or online "visits")
- Be confident on your CSR knowledge and attitudes
- Put your attention in the details



# Do not's

- Do not treat your co-workers wrongly during a business meeting.
- Do not treat your co-workers wrongly at ANY time
- Do not claim what you don't have or cannot measure
- Do not sweep your efforts under the rug
- Do not feel afraid or overwhelm by the CSR idea.
- Do not think that CSR is not necessary. It is a very important part of your business opportunities.



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Thank You! Maria F. Guzman

