

## Canada

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**Q: Could you tell us about your delegation, and what types of mining products/services are they looking to buy?**

**A:** My current Canadian delegation of 15 consists of companies that represent or sell various type of mining related products/equipment such as water treatment, blowers, pumps, diesel engines, trucks, wire rope, rigging products, hoisting equipment, safety supplies, to name a few.

**Q: Why should American companies consider doing business with Canada?**

**A:** The world has experienced a boom in the mining sector, Canada has many mining companies with headquarters and expertise, opening new mines and seeking new equipment and technologies. The opportunities are vast, with key exports such as trucks, tires and shovels are in high demand.

**Q: What are some challenges in selling to this market?**

**A:** U.S. suppliers enjoy the benefits of close proximity to the Canadian mining market. The speed of delivery and servicing of equipment are two important decision criteria Canadian companies consider when purchasing product. As such, given the ease of entry and travel to the Canadian market, U.S. firms enjoy an important advantage when compared to third-country competitors.

**Q: How are American products/services viewed in Canada?**

**A:** Under the terms of the North American Free Trade Agreement (NAFTA), there are no significant restrictions or limitations to imports of American manufactured machinery and equipment or services in connection with mining activities. Most, if not all, will come through duty free under NAFTA.

**Q: What are some tips for U.S. businesses?**

**A:** In the Canadian mining industry, there are two traditional distribution channels that prevail, direct sales to the mining companies and selling through distributors. Given the limited number of competitors, many manufacturers of heavy machinery (with a large initial capital cost) sell directly to the mining companies or at least are contacted directly by mining firms for specific bid tendering. Manufacturers of less expensive, smaller pieces of machinery, often sell through local distributors.

Whether a U.S. firm plans to sell directly or through a distributor, it is imperative that the firm's product(s) is established with a mining company's engineers and purchasing department. The key decision criteria employed by mining firms for successful inclusion on the bid list are: product quality, track record, servicing and price. A great place to start is with our website at [www.buyusa.gov/Canada](http://www.buyusa.gov/Canada).