

GROWING YOUR SALES WITH CETA



The **Comprehensive Economic and Trade Agreement (CETA)** between Canada and the European Union creates tremendous opportunities for Canadian business. CETA aims to revoke tariffs between Canada's 35 million consumers and the EU's 500 million consumers in 27 countries. The agreement is expected to:



create almost
80,000
new jobs



add \$12B
to the Canadian
economy

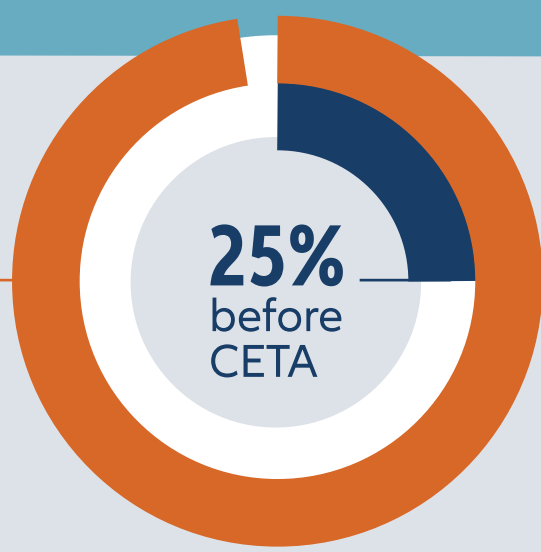
WHAT DOES THIS MEAN FOR YOUR BUSINESS?

CETA gives Canada preferential access to one of the largest markets in the world.

DUTY FREE GOODS

98%
after
CETA

25%
before
CETA



KEY SECTORS AFFECTED IN CANADA

AEROSPACE



AGRICULTURE & AGRI-FOOD



AUTOMOTIVE



CLEAN TECH



FISH & SEAFOOD



FORESTRY & WOOD



INFORMATION & COMMUNICATIONS TECHNOLOGIES



MEDICAL DEVICES



METALS, MINING & MINERALS



PHARMACEUTICALS

BENEFITS OF CETA TO CANADIAN EXPORTERS



Competitive advantage versus companies not under treaty



Easier trade with less red tape to European customers



Diversification of customer portfolio with reduced trade barriers



Increased profit and revenue opportunities

CAPITALIZE ON CETA BY PARTNERING WITH EULER HERMES

FOREIGN COMPANIES BUY AN AVERAGE OF **40% MORE** WHEN THEY ARE OFFERED OPEN TERMS.*

* According to the World Trade Organization

A partnership with Euler Hermes is a virtual extension of your company, providing you with the knowledge and resources you need to capture new markets while protecting your receivables. This assurance combined with the opportunities presented by CETA empower you to sell more, with confidence.



Safely increase sales to new and existing European customers



Enhance your company's financing options with secure foreign A/R



Strengthen your competitive edge by offering open terms in lieu of Cash terms or Letters of Credit



Access accurate credit risk information to make quick decisions



Eliminate the cost and burden of alternative payment protection methods

For more information, visit www.eulerhermes.ca or call **877-509-3224**.

Euler Hermes is North America's largest provider of trade credit solutions. We offer domestic and export credit insurance policies that insure against commercial and political risk in over 200 countries and territories worldwide. An Allianz Company, we are rated A+ by A. M. Best and AA by Standard and Poor's.



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