FOR MANUFACTURERS ENTERING CANADA

Are you ready to sell in Canada?

Twelve questions that decide whether your first year builds trust or burns money. Tick what is true today.

01	Your product's certification for Canada is confirmed (for example cULus or CSA, not CE or FCC alone)	☐ Yes	☐ No
02	You know whether your product is low voltage DC or line voltage, and what that means for installation	☐ Yes	☐ No
03	Labels, manuals and safety information are ready in English and French	☐ Yes	☐ No
04	You have a realistic first year target, not one built on your home market	☐ Yes	☐ No
05	Your pricing is set in CAD and USD, including duty, freight and exchange	☐ Yes	☐ No
06	You know which distributors or integrators already sell to your buyers	☐ Yes	☐ No
07	You have at least one reference customer a Canadian buyer can call	☐ Yes	☐ No
08	Someone local can answer the phone in North American business hours	☐ Yes	☐ No
09	Warranty, service and spare parts are available in Canada	☐ Yes	☐ No
10	Your first local hire has a role and a target that match the market	☐ Yes	☐ No
11	Your website and materials speak to Canadian and US buyers	☐ Yes	☐ No
12	You have budget for a first year spent building trust, not only selling	☐ Yes	☐ No

10 to 12 yes

Ready. Focus on distributors and first customers.

6 to 9 yes

Close. Fix certification and pricing before outreach.

0 to 5 yes

Plan first. A realistic first year saves the most money.

Certification requirements vary by product. The final word comes from an accredited certification body.