



Explore the export opportunities with our Canadian Trade Lane Guide

Canadian Trade Lane Guide

Explore the Growth Export Opportunities to Canada

The UK and Canada have maintained a strong trading relationship for decades. This relationship will grow in the UK's post-Brexit world, with the UK recently signing a free trade agreement with Canada.

In March 2019, the UK's exports to Canada totalled £10.7 billion (ONS, 2019), making Canada one of the UK's closest trading partners.

This new trade deal between the UK and Canada has brought some new perks to the trading relationship. There is tariff-free trade on 98% of goods exported to Canada, including beef, fish, seafood, and soft drinks. Additionally, UK producers will continue to benefit from zero tariffs on agricultural and seafood exports, including chocolate, confectionery, fruit and vegetables, bread, pastries and fish. Last year the UK exported £344m worth of agri-food goods to Canada.

There has never been a better time to export to Canada. WTA UK and our partner for over 50 years, Universal, have collaborated for many years with major blue-chip companies looking to streamline their logistics processes to Canada. Exporters need quick transit times, competitive pricing, and above all, visibility in their supply chain. WTA UK's partnership with Universal ensures higher accuracy, lower risk, fast transit times and very competitive shipping costs.

The Importance of the Canadian Trade Lane

While the Canada/UK trade lane is vital to a post-Brexit future, two particular industries have emerged with immense growth:

Infrastructure sector

As the Canadian Government continues to expand its public infrastructure, an increased demand has been placed on goods to facilitate this expansion.

As the UK is a leader in the infrastructure sector and UK based exporters have been entering this market, many see this as an incredible opportunity.



Food and Beverages Industry

As Canada's population continues to grow, so does the demand for new Food and Beverages from across the globe. This growth represents a unique opportunity for exports in the UK, with many looking to enter this growing market.

The UK is seen as a global leader in food and beverage quality, while also offering a niche market for 'British foods'.

Those looking to enter this market should be aware of the requirements of transporting food and beverages internationally. While this process isn't tricky, mistakes can happen, leading to fines and delays in transport.

As seasoned experts in international shipping, WTA UK can help you navigate the Canada/UK trade lane. We consult with you to find a unique, tailor-made logistics solution that is ideal for your business and ensures a smooth operation.

WTA UK will work with you to ensure your product meets all legal requirements in Canada and that you have met all of the required labelling, customs and licensing standards.

Discover how to transform your Canadian exports.

It is never easy choosing the right freight forwarder for your exports, but we have outlined some critical steps to address in helping you decide what is suitable for your exports to Canada. These steps can help to simplify and streamline the following logistics concerns:



- **Transit times**

Make sure you look for the most efficient transit times for your business. WTA UK, using only the best carrier routings, delivers the fastest transit times. Ocean freight, for example, can be shipped from the UK to Toronto (via Halifax) in just 12 days.

- **Price**

Using a freight forwarder who has experience and volume on this trade lane usually means that you will have access to quality of service and rates that fit your budget. Rates are negotiated at source by WTA UK, allowing for a very competitive service. If you want to ship LCL, WTA UK does not use co-loaders which means goods are shipped direct, under our control, which shortens the transit time, plus we offer "Lowest Price Guarantee."

- **Incoterms**

Incoterms are a technical and complicated topic to understand. Choosing a freight forwarder means you will always have the most applicable incoterms for your shipment.

- **Customs – Duties and Taxes**

It's vital during shipping that customs processes are correctly carried out to avoid fines and delays in the shipping process.

- **Documentation**

By using renowned suppliers such as WTA UK and Universal it removes any requirements for you to complete documentation yourself. We can take on the complex documentation, making certain that we have all the documentation in advance, reducing the chance of error and fines, ensuring that your goods clear customs swiftly and compliantly.

Why Choose WTA UK?

Choosing WTA UK allows you to streamline your international shipping, taking all the stress out of the process and saving you time and money. Here is how WTA UK can help you ship with ease from the UK to Canada.

- **SMART Freight review**
Our SMART freight review ensures that your freight service will always be at its optimum performance.
- **Streamlined Cross border trucking**
Shipping via road freight across borders can be a logistical nightmare, WTA manages this process on your behalf, streamlining the road freight route.
- **Dangerous goods covered**
No need to worry about whether or not you can ship your goods or what paperwork is required, the experts at WTA UK have this covered.
- **Financial savings, removing the complexity of global shipping**
WTA UK saves you money by reducing the chance of fines and delays and choosing the optimal routes for shipping.
- **Experts in handling vertical markets such as publishing and food**
WTA UK/ Universal partnership has decades of experience and can handle niche shipping concerns such as publishing and food.



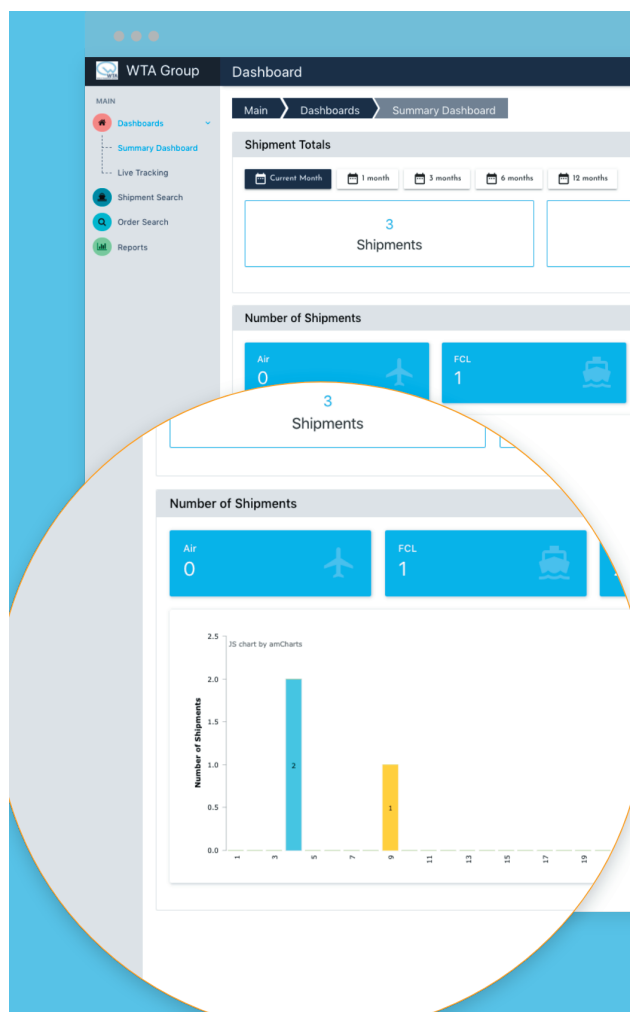
How WTA UK's Consolidations could benefit your business?

WTA UK runs two consolidations (consols), allowing for air and ocean export in addition to our full container load shipment services.

As a European supplier, shipping from Europe to Canada via the UK is an option. As goods shipped via the EU aren't subject to the same restrictions as those from other countries, as long as your goods remain under customs surveillance, you won't have to worry about frequent unloading and uploading.

We can send less than container load (LCL) cargo to the UK to meet our Canada consol instead of shipping as a co-load direct from a European port. As a result, co-loading makes the process far more affordable.

We also offer a 'buyer's own consol' service that allows for the collection of goods from various locations.



Profit from the WTA Discovery solutions

Delivering digital solutions that will bring huge benefits to your supply chain

The WTA Discovery Tool takes the guesswork out of your logistics chain. The cloud-based Discovery Tool offers ultimate transparency of your supply chain, allowing you to always know where your goods are and if they will be delivered on time.

As a result of the WTA Discovery Tool, you will be able to take control of your supply chain.

- Visibility - Track and Trace
- Milestone Visibility
- Shipment Management
- Purchase Order Management
- All Documents Uploaded To WTA Discovery Portal
- Shared Access with Shipper / Consignee

WTA's Discovery Tool is an industry-leading management system that will give live performance updates and allows you to make swift decisions to allow for improvements to the process.

The technology of this tool isn't the only game-changing element. WTA UK understands that human influence is key to ensuring a reliable shipping system. With the Discovery Tool, you will also have a supply-chain professional on hand every step of the way.



WTA UK is here to help

Exporting or importing from the UK to anywhere around the globe takes planning and precision. There are many complexities to be considered and WTA UK are ready to work with you to ensure the smooth sailing of your exports.

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