

# GOING BEYOND BORDERS TO GROW YOUR BUSINESS

*Many small and medium-sized businesses (SMBs) feel overwhelmed by the thought of serving international customers. But going global is easier than you think.*

## Why should businesses export?

There's a tremendous opportunity for Canadian SMBs to grow outside of Canada. When going abroad, more than 70% of Canadian companies export first to the United States.<sup>i</sup> But 95% of the world's consumers live outside the U.S. leaving a huge untapped market for businesses to expand their reach.<sup>ii</sup> Exporting your product can help your business increase sales and grow faster. Even more, it can help reduce risks during an economic downturn. In fact, exporters are 8.5% less likely to go out of business than non-exporters.<sup>iii</sup>

Why's that? Likely because businesses that export are generally more diversified and less dependent on a single market, reducing their risk. We understand going global isn't always easy and we've heard SMBs need help exporting. Helping SMBs reach customers around the world is a top priority for us.

## How UPS can help your business cross borders

**Customs Brokerage.** As the world's largest customs broker, we can help reduce red tape and delays. We've been on the front lines of customs brokerage in Canada for more than 40 years, helping companies like yours open in new markets.

**Global Network.** We've got a global network and smart technology to help you reach consumers around the world. Our infrastructure and resources span more than 220 countries and territories, which allows even the smallest SMB to have a global footprint.

**Logistics Experts.** Get personalized support from a UPS Ambassador who is standing by to help you take your business to the next level or help ship your first international package.

## Going global is easier when you have experts on your side.



**\$1T - \$2T Market**

Cross-border eCommerce is booming and expected to grow by 2030



**107,000+**

Women entrepreneurs and small business owners trained as of January 2023



Get the tools and solutions to drive your small business forward.

Visit [ups.com/mybiz](https://ups.com/mybiz)

<sup>i</sup>Canadian exporters need to plan for growth in the U.S. | EDC

<sup>ii</sup>Going Beyond Borders to Grow Your Business | UPS

<sup>iii</sup>UPS Grow Beyond the Border Export 101 | UPS