

CASE STUDY - BROKERAGE

## LEVERAGING CANADA'S NON-RESIDENT IMPORTER PROGRAM

FOREIGN BUSINESSES IMPORTING INTO CANADA MAY BE ELIGIBLE FOR NON-RESIDENT IMPORTER (NRI) STATUS, ENABLING THEM TO STREAMLINE CUSTOMS CLEARANCE AND OFFER CUSTOMERS LANDED COSTS FOR TRANSPORTATION, BROKERAGE FEES, DUTIES AND TAXES. WILLSON INTERNATIONAL WORKS CLOSELY WITH FOREIGN CUSTOMERS TO UNDERSTAND THEIR BUSINESS AND CREATE A DISTINCTIVE SOLUTION THAT WORKS.

### CHALLENGE

A U.S.-based toy company lands new sales contracts with two major online retailers in Canada — Amazon.ca and Walmart.ca. Terms of the sale, though, are “Delivered Duty Paid” (DDP), meaning the vendor is responsible for transportation and customs-related costs to the buyers’ Canadian locations. The Illinois company needs to act quickly to ensure orders arrive on-time and without customs delays. With problems shipping into Canada on previous occasions, they are also concerned about losing visibility on orders once they leave their facility.

### SOLUTION

Willson International met with the company to help them to understand their obligations under Canada’s NRI Program. We made sure the business was registered properly in Canada, and provided them with information needed for duty processing and Canadian tax filing. Willson’s Transition Team reviewed the company’s product database to help assign the correct Canadian customs codes for each item. We then provided the client with document templates and instructions for carriers. To ensure visibility on shipments, we set our system to automatically notify the client the moment each order

clears the border. We also created a customized online client portal, allowing them to monitor the status of shipments throughout the customs clearance process.

### RESULTS

The toy company easily completed its NRI registration and setup, and installed a new Canadian customs database. Within a few weeks, it was ready to ship with complete confidence. The first orders cleared the border efficiently and arrived at the customers’ locations on-time. The company continues to use Willson’s Online Live Tracking & Release Notifications system and client portal to give its own customers an accurate update on deliveries.

**Willson International helps your organization deliver higher standards of service and faster times to market with tailored brokerage solutions. By removing bottlenecks at the border and enhancing the visibility of your shipments along the supply chain, you can be confident your orders are arriving on-time and on-budget.**

**Excellence in Execution**