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BRING YOUR BUSINESS TO CANADA

Get local expertise

Avoid costly mistakes

Move it the smart way

Avoid costly mistakes

THE LUCALEX DIFFERENCE

Deep Brazilian and Canadians roots

Business skills honed at Brazil’s ITA (Aeronautics Institute of Technology) and Volvo Trucks. Canadian understanding and network developed at the University of Toronto, Royal Bank of Canada, HSBC and Ryerson University.

Known and Trusted in Canada

Our deep integration into Canada’s business environment allows us to negotiate successfully in local terms and to operate efficiently in the local market.

Results-Focused in Your North American Laboratory

We allow you to focus on new client acquisition, revenue generation, technical quality and growth, instead of spending resources on figuring out how to do business in a new environment.

Understand What it Takes to Close Sales

Get detailed steps needed to sell in Canada, understand how to access the local market, learn how to compete in this new environment, and understand how potential clients would want to do business with your company.

HOW WE CAN HELP

Quantify the Potential

Access our network through warm referrals to estimate the size of the market and understand your competitive position.

Get You Ready Sell

Understand how you should reach clients, what requirements you need to meet, marketing practices and your clients’ buying process.

Finance & Risk Management

Learn about financial benchmarks, terms of payment, financing options, and mitigation tools for credit and liability risks.

Efficient Implementation

We guide you through the Canadian legal requirements, contract negotiations, the tax environment and accounting.

LEARN MORE ABOUT HOW WE CAN HELP

Find out more about the advantages of Canada for your business growth.

Sign up for our newsletter now!

Email Address\*

First Name

Last Name

Subscribe

WHAT PEOPLE ARE SAYING

Come establish a successful presence in Canada.

Get the newsletter

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ABOUT

BRAZILIAN ROOTS,

CANADIAN EXPERIENCE

Focus on new client acquisition, revenue generation, technical quality and growth, not navigating cultural, economic and political differences.

1999

In Canada since

About Lucalex

Lucalex is a Toronto-based company founded in 2012 to structure business opportunities for mid-sized companies in Brazil and Canada. We help Brazilian companies become fully integrated in the Canadian business environment.

While leveraging our Brazilian roots, our deep connections in Canada’s business environment allow us to negotiate successfully and operate efficiently in the local market. We have a proven track record building and maintaining relationships in Ontario, where the company has an extensive business network.

We team up with experts to maximize the efficient delivery of value to clients, leveraging a strong network of collaborators experienced in the Brazil-Canada space.

We work with seasoned professionals and companies with strong knowledge of the products and impeccable industry reputation in their areas (logistics, accounting, legal, marketing, taxation, financial services).

About the CEO

Mechanical Engineer from Brazil’s prestigious ITA (Instituto Tecnológico de Aeronáutica), Lucalex CEO, Marcelo Andrade, worked as a commercial banker for 10 years in Toronto, developing strong relationships with over 150 mid-sized companies across business sectors. Before commercial banking, Marcelo was a country risk manager for Latin America at RBC (Royal Bank of Canada). In Toronto, Marcelo also earned a Master’s in Economics from the University of Toronto and lectured Country Risk Analysis at Ryerson University.

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SERVICES

INTERNATIONALIZE

WITH PURPOSE

QUANTIFY THE POTENTIAL

Access our network through warm referrals to estimate the true size of the target-market; understand your competitors, and your relative competitive position; get pricing information for similar and/or substitute products.

FINANCING AND RISK MANAGEMENT

Obtain financial benchmarks for companies in similar operations; identify financing and the terms of payment practiced in the sector; and recommend mitigation tools for credit and liability risks.

GET YOU READY TO SELL

Understand how to reach clients; list specifications and regulations to get the product “market-ready”; identify marketing and communication best practices; and understand the clients’ buying process.

EFFICIENT IMPLEMENTATION

We guide you through the Canadian legal requirements; the frameworks for negotiation of contracts, the local tax environment, tax rates, routines and procedures. We support the implementation of your accounting system.

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Resources

TORONTO, CANADA: EDUCATED, SAFE, DIVERSE AND THE BEST PLACE TO LIVE

The benefits of expanding internationally in Canada go far beyond the economic return on investment. Canada is a great country, with high levels of education, a low crime rate, a healthy and diverse population, and is consistently ranked as a one of the best countries to live in.

Toronto is an ideal place to raise your kids, and taste some of the best food from around the world. After a night out in the town, you can safely stroll the streets at night – as long as it is not the dead of winter, then you may want to walk faster! As the old Scandinavian saying goes: “there is no such thing as bad weather, just bad clothing.” So if you plan to move here, make sure you invest in a warm jacket!

Education

Canada’s public education system is herald internationally and Ontario’s school system is ranked as one of the best in the world. Education is free in Canada until university or college, where fees are dramatically lower than the United States but quality is still high.

Canada has the highest level of post-secondary education than all other OECD nations. 53 per cent of Canadians have a degree from a college or university compared to the 32 per cent average in the OECD.

Low and declining crime rate

Canada has a low crime rate. Its murder rate is now the lowest since 1966 and crime statistics have been dropping for two decades. Statistics Canada, the country’s data keeper, point to several possible reasons including “an aging population, changing policing practices and strategies, the rise of technology, shifts in unemployment, variations in alcohol consumption, neighbourhood characteristics, or changing attitudes towards illegal and risky behaviour.

Whatever the cause, Canada’s national murder rate is 1.44 victims per population. Toronto, Canada’s largest city, is the third lowest of all Canadian metropolitan cities on the Police-reported Crime Severity Index, which “measures the volume and severity of crime.” The United States has 43 per cent more crime than Canada.

Diversity

Toronto is the most diverse city in Canada with over half the city’s population born outside of the country. It is a city where over 100 language and dialects are spoken and you can find food from around the world.

Best place to live

In multiple rankings, Canada consistently either takes one of the top spots in terms of best places to live. In 2015, Canada was perceived by the rest of the world as being the best place to live in the world, according to a survey by the Reputation Institute.

In 2015, Toronto was ranked the best place to live in the world and the safest city in North America, according to Economist Intelligence Unit. In 2014, Toronto was ranked at the fourth best place to live out of 30 international cities, says the consulting firm PwC.

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TOP REASONS TO SET UP YOUR BUSINESS IN CANADA

toronto-1500

Canada is known internationally for its wilderness, having a cold climate and generally being full of nice people. Besides being makers of maple syrup and players of hockey, Canada is also a great place to run a business. Smaller than the U.S. market, yet similar in structure to its bigger cousin to the south, Canada makes an ideal place to pilot your business overseas.

Below are the top reasons why incorporating a business in Canada is a good idea.

Low corruption

When setting up a small or medium-sized business in a developing country, there is always that moment when something goes unexpectedly wrong and the only thing that will fix the problem is money – sigh. It can be a challenging and frustrating experience. In Canada, this experience is almost non-existent.

In the perception of corruption, Canada is the highest ranked country in the Americas and ranked overall at 9 out of 174 countries, according to a global ranking by Transparency International. Canada’s ranking was above the United States (16) and way above Brazil (76).

Close to the U.S.

Canada is the neighbour to the north of the United States. They share the longest undefended border in the world and along it is where the vast majority of Canadians live. Canada’s infrastructure, roads, pipelines, and rail lines mainly lead south. Jokingly, Americans call Canada their 51st state – Canadians do not find this funny.

Besides their close proximity, they share similar customs, values, and economic structures. They were up until 2015 each other’s largest trading partner, until the drop in oil prices. Canada and the U.S. have worked to establish free trade across their borders, signing the Free Trade Agreement and later the North American Free Trade Agreement. Their two economies are intricately linked, making Canada a good launching place to expand you business overseas into the U.S. market.

Similar to Europe

Though Canada is heavily influenced by the U.S. economy and culture, Canada is in many other ways similar to Europe. With a large French speaking population, located primarily in the province of Quebec, close to 18% of Canadians can speak both languages.

Like many European countries, Canada has a public health care system, a low crime rate and is socially liberal. Walking down the streets of old Quebec City or old Montreal, resemble the main streets of a European city.

With a yet-to-be finalized European-Canadian trade deal on the horizon (expected by the end of 2016), the connections between Europe and Canada are set to grow.

Very easy to set up a business

In Canada, it is easy to set up a business. With the right documents and following the right steps in can be done in a few days or less. The Canadian, provincial and municipal governments have tried to make it easy to set up a business.

Compared to the dizzying experience in developing countries, where different government departments require multiple forms in a specific order with multiple requirements, the experience of starting a business is much easier. When expanding your business in Canada, your initial start-up costs will not be a major expense and it will not take long.

In 2015, Ontario ranked as the top state (or province) in North America for foreign capital investment ahead of Texas. Meanwhile, Toronto ranked first out of of 51 international cities for total tax cost, according to KPMG’s Competitive Alternatives 2014 Special Report.

Quality Infrastructure

Canada has an excellent infrastructure of rails, roads, airports and telecommunications.

For infrastructure, Canada is ranked 13, the U.S. 14 and Brazil 70 out of 144 countries, according to a 2013 global competitive report by the World Economic Forum.

R&D

Canada is a great place to conduct research and development. In Canada, the government spends more than industry on R&D relative to other OECD countries, resulting in a large amount of grants and loans available for companies willing to invest. As well, in Canada many universities actively seek to partner with industry to conduct research as part of their mandate.

Small market, large city

The Canadian market is a smaller version of the United States, but without the expense of providing health care to employees. With 10 per cent of the population and gross domestic product, Canada has less competition than the U.S., making it a great place to pilot your business.

Despite a relative small size, Canada is home to the fourth largest city in North America; after Mexico City, New York, Los Angeles comes Toronto. Setting up your business to target Canada’s largest city in Canada’s mid-sized economy is an ideal location to test your market penetration strategy

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