

Name: Evnur Taran

Company: Northern Legacy Incorporated
Concord, Ontario
905.761.9192
<mailto:aetaran@globalserve.net>

Year Established: 1997

Employees: 5

Description: The company's 16 lines of surface design, inspired by wildlife and nature, are applied to ceramics produced in its studio. Best selling designs are also printed on textiles, beachwear, umbrellas, and coffee mugs.

Background: While many businesses start from home, Evnur began her business in bed. In 1996, while recovering from hip replacement surgery, she started decorating the ceramics she produces as a hobby. Soon, her visitors began placing orders, and it grew into a business. Today her products are sold in seven provinces across Canada and in the U.S.

Export Sales: 5%

Export Markets: Midwest United States

Export Goal: To expand her textile line into the Caribbean, and possibly Europe. "I have to take small steps – research the market carefully and then adjust my wildlife designs to fit that region."

Help Accessed: Uniquely Ontario; Industry Canada; NEBS (New Exporters to Border States) trade missions to Boston, Buffalo, Minnesota, and Seattle; Global Women's Summit trade mission to South Africa; SEAP (Self Employment Assistance Program); WITO (Women in International Trade - Ontario)

Benefits: "The NEBS missions are well organized and inexpensive. They have local trade experts, accountants and lawyers to provide information on trade and border regulations. It's valuable information. I am glad I became a member of WITO because the events it organizes are very professional. Sharing business ideas and experiences among fellow members is fruitful. What I like most is that members inform each other as soon as they find out about upcoming national/international events."

Biggest Export Challenge: Although contacts in Argentina and South Africa are interested in carrying her ceramics, Evnur's homework revealed that the freight costs and border taxes would be prohibitive, so she plans to focus on expanding and marketing her textile line instead.

Export Tip: "Consideration must be given to utilizing local marketing and sales agencies in your targeted foreign market."