

## INTERNATIONAL BUSINESS NETWORK



The screenshot shows the Canada Export Centre website interface. At the top left is the logo with the tagline "Building Successful Business Opportunities ... Internationally." The navigation menu includes Home, About us, Services, Search, Resources, IBN Network, Finance Network, Contacts, and IBN Program (highlighted). The main content area is divided into three columns:

- Product Information:** Titled "Natural Skincare Products for Women & Men", it features an image of a woman's face and text stating: "From the highest reaches of our earth to the deepest oceans - rich, exotic, botanical ingredients have been collected and skillfully crafted into the purest skin care products available today." Below this, it says "Yüm Gourmet Skincare is an evolution - a new approach -".
- Yüm Gourmet Skincare:** A large central image of a waterfall with a list of products: cleansers, toners, moisturizers, exfoliants, eye care, masques, serums, and travel kits. Below the image is a red button labeled "Contact The Company".
- Company Profile:** Features the Yüm Skincare logo and a paragraph: "Yüm Skincare is based on the alchemical view that the health of the body relies on the interactive harmony of man, the microcosm, Nature and the macrocosm. We believe the earth is able to provide all the necessary tools to prevent health problems but also to repair them. Our philosophy follows this simple principle in that we respect and honor the earth's bounty while drawing upon it's resources to provide all..."

### THE INTERNATIONAL BUSINESS NETWORK INCLUDES:

- Company profile information
- Company Logo
- Product information/descriptions
- Animated slide show of multiple rotating product images
- Streaming video available
- Direct contact with prospects
- Automatic sales team support with inquiries
- In-market sales support with inquiries



Displayed in nine International Offices Around the Globe!



Click on the link below and view the IBN profile online!

<http://canadaexportcentre.net/index.php/ibn-program/ibn-yuem-gourmet-skincare>

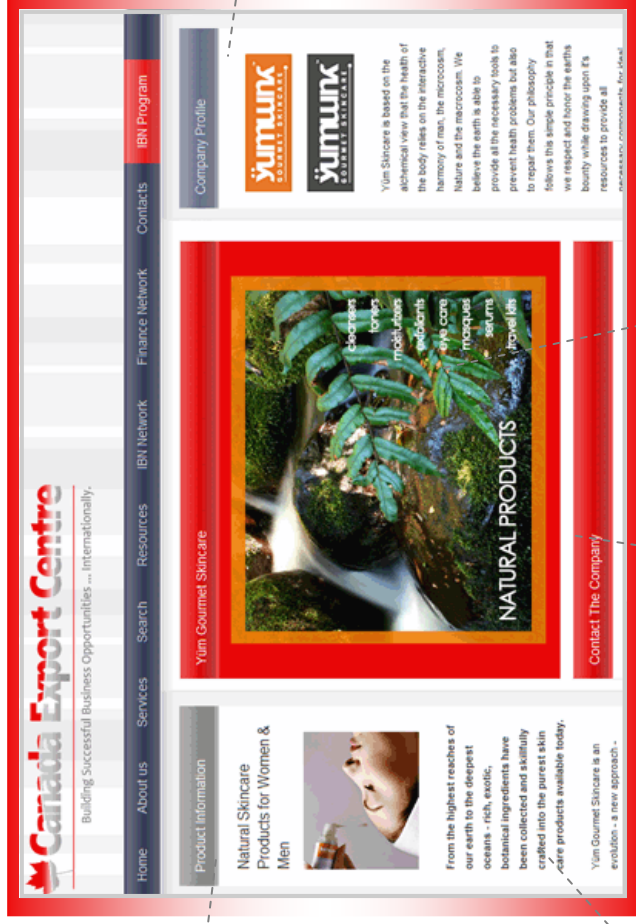
# LAYOUT

# Design Standard

## 1. PRODUCT INFORMATION

- Tell us about your unique products, and/or your production process, and industry
  - Up to 50 words
- One image (video optional)
  - Image Size: not larger than 20 KB
  - Dimensions: W140 x H120 pixels @ 72 dpi
  - File Format: JPG, JPEG, GIF, PNG, SWF

sample company



## 5. COMPANY PROFILE

- Provide us with a brief summary about what your company does
  - Up to 100 words
- Submit your company's logo
  - Image Size: not larger than 20 KB
  - Dimensions: W140 x 70H @ 72 dpi
  - File Format: JPG, JPEG, GIF, PNG

## 3. ANIMATED PRODUCT SLIDE SHOW

- Let us display for you up to 10 product images with a precise description (up to 5 words for each image)
  - Image Size: not larger than 20 KB
  - Dimensions: W 400 x H 330 pixels @ 72 dpi
  - File Format: JPG, JPEG, GIF, PNG

## 4. CONTACT INFORMATION

- We would like to provide you with information about who is interested in your company and products
  - All we need is the e-mail address that you would like us to send your inquiry reports to

## 2. ADDITIONAL INFORMATION

- Got more to show? This is your box to show off with some digital brochures, special promotions, received awards, environmental designations, company video, or anything else you would like to share with our client base
  - Up to 20 words
  - File Formats: JPG, JPEG, GIF, PNG, PDF, SWF

# HOW TO SUBMIT YOUR PROFILE'S CONTENT

Please follow the **five steps** and fill out the **check mark list** before you submit your information:

Paste the product information text into the e-mail body and upload the images/video as an e-mail attachment for:

1. Product Information
2. Additional Information
3. Animated Product Slide Show
4. Contact Information
5. Company Profile

## Need help?



Please feel free and contact our marketing department for any questions. Contact Christine Kuhlken by phone at 604-685-7823 ext. 133 or via e-mail at [ckuhlken@canadaexportcentre.com](mailto:ckuhlken@canadaexportcentre.com).



## Your Check Mark List:

- 1. Product information
  - Up to 50 words
  - Product information (image/video optional)
- 2. Additional Information
  - *For example:* digital brochure, received awards, special promotions, company video, environmental designations
- 3. Animated product showcase images
  - Up to 10 images
  - image descriptions (up to 5 words each)
- 4. E-mail address and contact information for your inquiries
- 5. Company profile text (up to 100 words)
  - Include Company logo

**Thank you for submitting your information and participating in our IBN program!**

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