



EDC's Portfolio Credit Insurance empowers Coulson Aviation's ambitious expansion into the Indo-Pacific Region

Coulson Aviation, a family-owned Canadian business, is revolutionizing the world of aerial firefighting. Its best-in-class aviation technology detects and fights fires day and night. With successful operations in the United States (U.S.), Chile and Australia, Coulson is focused on further international growth.

Challenge

Overcoming business risks when expanding into new markets

Coulson Aviation surveyed the international markets and determined that the Indo-Pacific region—particularly Indonesia—held huge opportunities for its business. But with a new market comes new risks. In this case, there was the potential inability to collect payment from new customers on the other side of the globe.

EDC Solution

Coulson made the strategic decision to leverage Portfolio Credit Insurance (PCI) from Export Development Canada (EDC) to safeguard its international accounts receivable. PCI provides coverage for Coulson's Indonesian contract against non-payment due to customer default, bankruptcy and contract termination. This minimizes the risks associated with non-payment.

Result

With the support of PCI, Coulson Aviation has overcome the risk of non-payment and successfully broken into the lucrative Indonesian market.

Succeed with EDC

Learn more about [Portfolio Credit Insurance](#) or contact your relationship manager. If you don't have a relationship manager yet, call 1-800-229-0575 or [send an inquiry](#).

Company:

Coulson Aviation

Location:

Port Alberni, British Columbia

Exports to:

United States, Chile, Australia, Indonesia

Industry:

Air Transportation

EDC Product/Program:

[Portfolio Credit Insurance](#)

“Kudos to EDC for protecting us. There's no way we would have felt comfortable pursuing the contracts we've taken without their backing.”

— Wayne Coulson, Coulson Aviation, President