



Two Routes Into the Same Market

INTERNATIONAL SUPPLY CHAIN ADVISORY

A licensed importer is part of either route, and often a processor too — that doesn't change. What changes is whether anyone stands between the grower and the importer, marking up the product and keeping the two apart.

✕
NO TITLE TAKEN

✕
NO WAREHOUSING

✕
NO MARKUP

WHY THIS MARKET, RIGHT NOW

201,094 kg

MEDICAL CANNABIS IMPORTED TO GERMANY,
FULL-YEAR 2025

93,006 kg

OF THAT SHIPPED FROM CANADA,
GERMANY'S LARGEST SUPPLIER

46%

CANADA'S SHARE OF ALL GERMAN
MEDICAL CANNABIS IMPORTS, 2025

Source: BfArM import data, full-year 2025. The bottleneck isn't buyers or flower — it's qualified counterparties who can actually find each other.

WHERE THE TWO ROUTES DIVERGE

THE BROKERED ROUTE



Grow site
Canada



Processor
if used



Broker
in the middle



Importer
takes title



Pharmacy

+ a markup added to your price · + grower and importer kept apart · + no direct relationship

THE ISCA INTRODUCTION



Grow site
Canada



Processor
unaffected



ISCA introduces, then steps back

nothing in between



Importer
takes title



Pharmacy

one fee, paid only on closed business · you deal with the importer directly

Worth a Conversation, Not a Debate

This isn't a case against brokers, processors, or suppliers running their own export desk — each has its place and works well for plenty of good businesses. It's simply a lower-cost way to get a specific deal done: both sides know who they're dealing with, no markup stacked on top of your price, one fee paid only when it closes.

Sign the confidentiality agreement for your side to get started.

FOR SELLERS & BUYERS ALIKE

Keep what the extra layer would have cost you.

A SHORTER CHAIN MEANS MORE MARGIN FOR
THE GROWER AND A BETTER PRICE FOR THE
BUYER — AT ONCE