

CCC's progress payments help exporters generate greater sales

You have just signed the export contract of a lifetime, only now you have to find a way to cover your costs until delivery. It is often the case in such transactions that the exporter doesn't get paid until the product or service is delivered to the buyer.

For small to medium-sized businesses, the time between when a contract is signed and when payment is received can cause a cash crunch. The Progress

Payment Program (PPP) is a unique financing program that CCC (the Canadian Commercial Corporation) offers to support the financing needs of Canadian exporters. Since its introduction, almost \$500 million in export sales have been facilitated through the PPP.

There was a time when the customers of **IMW Industries (IMW)** of Chilliwack, British Columbia, lived "just down the road."

Roughly a century ago, the company first opened its doors for business as a blacksmith shop serving the farming community of Chilliwack. Today, with the world as its marketplace and as an ISO 9001-2000 registered company, IMW is doing business in more than 20 countries. IMW designs, manufactures and builds state-of-the-art roll forming equipment, natural gas and hydrogen refueling stations for environmentally friendly alternative fuel vehicles.

IMW took advantage of the PPP to provide some additional working capital for a project in Asia. As Canada's only manufacturer of compressed natural gas (CNG) refuelling equipment, IMW was awarded a contract to build 18 CNG stations that fuel taxis, micro buses, and privately owned vehicles which have been converted to operate on natural gas.

In this particular case, a large gas utility (the buyer) provided IMW with a purchase order with no provision for payment until delivery. Kirk Livingston, IMW's Vice-President of Operations, says: "The exposure for the company was a little more than

we would have liked. Through CCC, we were able to arrange additional working capital which assisted IMW to build the equipment without negatively affecting the company's cash position throughout the production phase of the project."

Don Olsen, Senior Project Officer for CCC, says the performance of IMW was excellent. However, Livingston indicated that at the beginning his buyer wondered who CCC was and what their involvement would be. "Once the customer understood the role of CCC to assist exporters

to facilitate working capital, they not only became comfortable, they realized that the Canadian government was also in full support of the deal and the relationship of IMW with its customer."

CCC designed the PPP to provide small Canadian exporters with the working capital they need to cover production costs associated with an export contract. CCC works in partnership with 19 financial institutions across Canada to access commercial sources of pre-shipment financing. In 2002-2003, CCC provided interim financing to Canadian companies to support over \$50 million in exports.

Does your company qualify for the PPP? Answers and assistance are just a phone call away. Contact your financial institution, or CCC at **1-800-748-8191**, or go to **www.ccc.ca**.



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Circulation: **55,000**

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VIRTUAL TRADE COMMISSIONER PERSONALIZED INFORMATION AND SERVICES



The Virtual Trade Commissioner puts a world of resources at your fingertips - literally! Password protected, private and secure, the Virtual Trade Commissioner creates an online workspace for you to identify and investigate trade prospects in your industry sector and target markets. Take advantage of personalized services from Canada's trade commissioners all over the globe.

The Virtual Trade Commissioner

"I heard about the advantages of the Virtual Trade Commissioner at a conference last spring and registered for it on the spot. I've been using it ever since for everything from key contact searches to market research," says Manuel Brambila. "I use it most often to contact my trade commissioners abroad and to get news and leads on my markets. I also use it to order services on-line, such as the Market Prospect service, which helped us determine whether to pursue a particular market, and the Visit Information service, which helped me plan a business trip to Argentina."

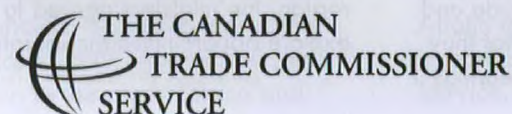
The People

Through the Virtual Trade Commissioner, Brambila developed a close working relationship with a trade commissioner in Argentina. "This person has helped me enormously and has become a valuable contact in my company's pursuit of this market," says Brambila. "I have also sent product information to trade commissioners in our selected target markets. In markets where our product didn't fit, the trade commissioners told us the truth right away, which saved us from wasting time and money."

The Benefits

When registering for the Virtual Trade Commissioner, Brambila completed a detailed company profile that trade commissioners access every time he orders a service from them. The result is faster, better service in every market Numerox pursues abroad.

**How does your company use its Virtual Trade Commissioner?
Call (613) 944-0123 to let us know.**



Why I use it. Why I like it.

Manuel Brambila of Numerox Inc., knows what kind of help he needs to advance his company's exports. More importantly, he knows where to find it. "The Virtual Trade Commissioner provides a credible source of information and help from a team of people you can trust."

While the Virtual Trade Commissioner is new to Numerox, exporting is not. This Quebec-based company has been exporting since 1986 and now holds 80% of the U.S. dry-cleaning tag market. Numerox also exports to Portugal, Mexico and Chile, and is intent upon cracking new markets in South America.

"The Virtual Trade Commissioner is like a window on your market where you know there is someone supporting you on the other side of the screen."

Manuel Brambila
International Trade Commissioner
Numerox Inc.
www.numerox.com



Canadian exporters want information they can use, and advice they can rely on, from professionals working in their target markets. For Brambila, that's what the Virtual Trade Commissioner delivers.



Register now for your Virtual Trade Commissioner at www.infoexport.gc.ca and find out why Manuel Brambila and thousands of other Canadians already have!

For more information on the Virtual Trade Commissioner, visit:

www.infoexport.gc.ca