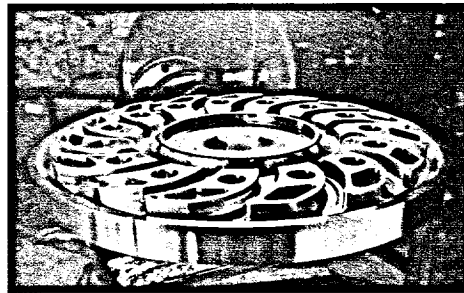


# \$ Five Trillion Reasons to Use CCC's Services

In 1999-2000, six in ten of CCC's clients relied on exports for more than half of their total sales, and at least one in four depended on sales to foreign government agencies for more than half of all exports. Close to two-thirds of our clients expect their sales to foreign governments and international agencies to increase within the next two years.

CCC is in a unique position to open doors to international procurement markets for Canadian exporters. We play an instrumental role by identifying procurement opportunities and, along with the Canadian government, encouraging other governments and international agencies to open their procurement activities to Canadian suppliers.



## **The Changing Nature of International Procurement Markets**

Governments are the world's largest source of public procurement. Total direct government procurement spending worldwide was an estimated US\$5.3 trillion in 1999, or approximately 18 percent of total world economic output.

The sheer size, untapped potential and growth prospects of international procurement markets offer Canadian companies unlimited export opportunities. These markets, however, are undergoing rapid structural change throughout the world. In order to take advantage of these opportunities, CCC and Canada's exporters must respond to four important emerging trends.

## **Increasing Competition**

More open markets, industrial development in Asia and Latin America, and the advent of new information and communications technologies have rapidly intensified competition in procurement markets around the world. CCC's services offer Canadian exporters access to markets that they might not be able to enter on their own.