CCC's Atlantic Roadshow

Helping companies maximize export opportunities

n an effort to increase support for Canadian exporters in Atlantic Canada, Canadian Commercial Corporation (CCC) hosted a series of business events in mid-November to deliver a series of presentations aimed at helping companies maximize their export opportunities in the United States and abroad.

Events were held in: St John's, Newfoundland, supported by the Newfoundland and Labrador Association of Technology Industries;

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Summerside, Prince Edward Island, supported by Slemon Park Corporation; Halifax, Nova Scotia, supported by Atlantic Canada Opportunities Agency (ACOA); and Fredericton, New Brunswick, supported by Business New Brunswick.

"One of the greatest challenges companies face today is finding new buyers and exploring new boundaries for their products," said Tom DeWolf, Manager, Market Opportunities Development, CCC. "CCC specializes in helping make that introduction between foreign buyers and Canadian exporters and working with them on their export projects to negotiate contracts built on the best possible terms and conditions," adds DeWolf.

Each event included a networking breakfast, discussions, a general presentation on CCC and how its service offerings assist Canadian companies to maximize their export opportunities. In addition, there were presentations on the following:

CCC's GSA initiative

CCC is developing two special programs to help Canadian exporters gain access to opportunities through the General Services Administration (GSA). The GSA is the central procurement arm of the U.S. federal government. It is responsible for making billions of dollars in purchases every year on behalf of U.S. government departments and agencies.

Deepwater

Deepwater is an acquisition program to upgrade all assets of the United States Coast Guard (USCG) with state-of-theart equipment. The USCG awarded the contract of managing the Deepwater program to Integrated Coast Guard

Put the power of Canada behind your export sales

The Canadian Commercial Corporation (CCC) is a Crown corporation mandated to facilitate international trade, particularly in government markets. Acting as a prime contractor, CCC signs export contracts which provide access to markets for exporters and a government-backed performance guarantee for buyers. CCC also assists exporters to increase their pre-shipment working capital from commercial sources, and offers its international contracting expertise on a fee-for-service basis. When it comes to exports, CCC means credibility, confidence, and contracts.

For more information, contact CCC, tel.: (613) 996-0034, toll-free in Canada: 1-800-748-8191, Web site: www.ccc.ca

Systems. CCC will participate in Deepwater by sourcing Canadian suppliers and assisting these suppliers in the registration process for the program—the USCG committed US\$17 billion to Deepwater.

Aerospace and defense

As Canada's export contracting agency, CCC specializes in sales to governments and other buyers outside of Canada and is one of the largest suppliers to the United States Department of Defense and the National Aeronautics and Space Administration (NASA).

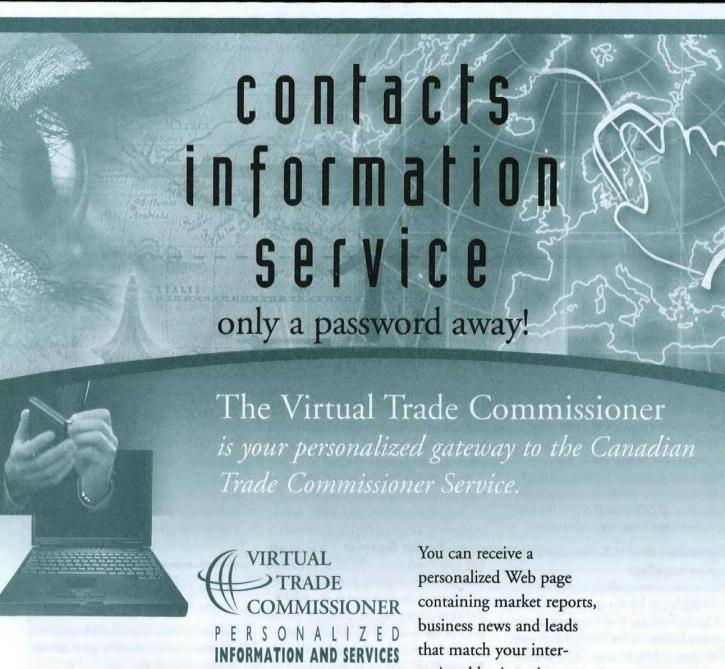
During the event in New Brunswick, Hugh O'Donnell, CCC's Executive Vice President, Business Development and Operations, signed a Memorandum of Understanding with Norman Betts. Minister of Business New Brunswick

A Special Announcement

(BNB), formalizing co-operation

between the two organizations that

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