

CCC's Atlantic Roadshow

Helping companies maximize export opportunities

In 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;

Editor-in-Chief:
Suzanne Lalonde-Gaëtan
Managing Editor: **Louis Kovacs**
Editor: **Michael Mancini**
Layout: **Yen Le**
Circulation: **60,000**
Telephone: **(613) 992-7114**
Fax: **(613) 992-5791**
E-mail: **canad.export@dfait-maeci.gc.ca**
Web site:
www.infoexport.gc.ca/canadexport

Extracts from this publication may be reproduced for individual use without permission, provided the source is fully acknowledged. However, reproduction of this publication in whole or in part for purposes of resale or redistribution requires written permission from *CanadExport*.

CanadExport is published twice monthly, in English and French, by the Department of Foreign Affairs and International Trade (DFAIT), Communications Services Division.

CanadExport is available in Canada to interested exporters and business-oriented people. For a print subscription, call **(613) 992-7114**. For an e-mail subscription, check the *CanadExport* Web site above.

For address changes and cancellations, simply send your mailing label. Allow four to six weeks.

Mail to:
CanadExport (BCS)
Department of Foreign Affairs and International Trade
125 Sussex Drive, Ottawa, ON K1A 0G2.

ISSN 0823-3330

CanadExport

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-the-art 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).

A Special Announcement

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 (BNB), formalizing co-operation between the two organizations that

continued on page 4 — CCC

contacts information service

only a password away!

The Virtual Trade Commissioner
*is your personalized gateway to the Canadian
Trade Commissioner Service.*



VIRTUAL
TRADE
COMMISSIONER
PERSONALIZED
INFORMATION AND SERVICES

You can receive a personalized Web page containing market reports, business news and leads that match your international business interests.

Plus, you can use the Virtual Trade Commissioner to request our services online, and to make information about your company available to the 500 Trade Commissioners in our 140 offices abroad. Best of all, this service is FREE!

To receive your personalized
Virtual Trade Commissioner, register as a
client of the Trade Commissioner Service at

www.infoexport.gc.ca

