

Chicago apparel mission makes a good fit

In late March 2003, the Canadian Consulate General in Chicago hosted the **Sixth Annual Apparel Representatives Locator Trade Mission** to Chicago's **StyleMax**, which featured more than 4,000 women's and children's apparel and accessory resources for fall 2003. Twenty-two Canadian participants from 12 women's apparel companies took part in this year's trade mission.

The mission was highly successful for all participating Canadian companies—most found at least one suitable representative or boutique to carry their lines in the U.S. Midwest. Expected future sales resulting from the trade mission are estimated at

about US\$500,000 by the Canadian Consulate General in Chicago.

Upcoming opportunities

Chicago holds a total of five women's apparel markets a year, including **StyleMax** (twice yearly) and the **Chicago Style Show** (three times

yearly). These events are unique in that they are a 'representative's show' where buyers and distributors from major clothing lines and manufacturers exhibit their product lines. The uniqueness of the venue provided a perfect opportunity for Canadian manufacturers to find a suitable match to distribute their product lines in U.S. markets.

The next **StyleMax** women's and children's apparel and accessory trade show will be held in Chicago from **October 18 to 21, 2003**.

For more information, contact Ann F. Rosen, Business Development Officer, Canadian Consulate General in Chicago, tel.: **(312) 327-3624**, fax: **(312) 616-1878**, e-mail: ann.rosen@dfait-maeci.gc.ca. *

Building partnerships

E-learning workshops connect Canadians

In March 2003, a group of 18 innovative Canadian e-learning professionals represented their companies during strategic partnership workshops organized by the Canadian Consulate Trade Office in San Francisco/Silicon Valley. Participants sought to engage in strategic business partnerships with leading technology firms and major corporations in the San Francisco Bay Area and nearby Silicon Valley.

The three-day program included a full day of strategy development workshops that covered the nuts and bolts of how to build partnerships in Silicon Valley. Participants were given the opportunity to meet key leaders in the analyst and e-learning communities in the San Francisco Bay Area—a hotbed of development and advancement in this sector. Meetings with Bay Area

experts from SUN Microsystems, PeopleSoft, Oracle and Macromedia, were held at their respective headquarter offices.

These companies have recognized the enormous opportunities in e-learning and, as a result, have built aggressive growth strategies in this area. SUN Microsystems' strategy included an acquisition of **Isopia**, a Toronto-based learning management system company. Meetings addressed corporate e-learning business strategies and partnership programs.

The program concluded with a networking session with the E-Learning Forum, the Bay Area's leading association of e-learning professionals. Through this forum, the Canadian group took advantage of the opportunity to network with 60 of their counterparts in Silicon Valley.

Virtual participants were plugged into the workshops using web collaboration software designed by **Elluminate**, a Canadian company headquartered in Calgary, Alberta. In total, there were 71 virtual user sessions. Participant feedback to date has been extremely positive, drawing attention to their need for timely market intelligence, the introduction to key business contacts and profitable networking opportunities. Several participants are pursuing targeted partnership deals with key industry players in the San Francisco Bay Area.

For more information, contact the Canadian Consulate Trade Office in San Francisco/Silicon Valley, tel.: **(415) 834-3180, ext. 3352**, e-mail: sfran@dfait-maeci.gc.ca. *

Export USA Calendar

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CCC recognizes innovation Celebrating export success in global markets

Worldwide, the annual government procurement market is over US\$5 trillion. Canadian companies have captured a share of this lucrative market with a commitment to quality and innovation that is sought after by foreign buyers. For the past five years, the export success of Ontario's top small and medium-sized enterprises (SME) has been front and centre at the **Ontario Global Traders Awards**.

Presented by **Ontario Exports Inc.**, the province's leading export development agency, the awards represent the importance that the Ontario government and its partners in trade—including CCC (the Canadian Commercial Corporation)—place on supporting a robust export market.

For a few years now, CCC has been sponsoring the Innovation Award, which recognizes excellence in the use of technology in the development of new products or services, or improvements to existing products or services that have led to consistent growth in exports and job creation. "Innovation is critical to growing Canada's export base and creating a prosperous future for our country and its people," said CCC President Doug Patriquin. "For over 50 years, CCC has been acting as a global trader, bringing Canadian innovators' products and services to commercial success in world markets."

In 2002-2003, 40% of the 215 Canadian contracted exporters that used CCC were Ontario businesses. The contracts received by these businesses were valued at almost \$500 million, an important achievement as exports account for over half of the economic activity in Ontario.

The 2002 Ontario Global Traders Provincial Award Winners are:

- **INNOVATION**
EMS Technologies Canada Ltd., Ottawa
- **Optech Incorporated**, Toronto
- **MARKET EXPANSION — SERVICE**
Wardrop Engineering Inc., Thunder Bay
- **MARKET EXPANSION — PRODUCT**
DECODE Entertainment Inc., Toronto
- **PARTNERSHIP**
Iroquois Water Ltd., Cornwall Island
- **Cott Beverages Canada**, Mississauga
- **STUDENT ACHIEVEMENT**
Wang (Linus) Xianglin, University of Ottawa, Ottawa
- **LEADERSHIP**
Richard Sterne, President, DATASYM INC., Brantford

The judges reviewed some 200 nominations from across Ontario to determine award recipients honoured at four regional events earlier this year in Ottawa, Hamilton, London and Sudbury. Top regional winners then went on to compete for the provincial award in their categories. Each of the regional events featured Export Forums on doing business in the U.S.

CCC helps open the U.S.

CCC recognizes the challenges these innovative companies face when selling to foreign governments by assisting all Canadian firms wanting to do business with the military or the civilian procurement sides of the U.S. government, the world's largest buyer.

To sell to the U.S. defense market, CCC uses the Canada/U.S. Defense Production Sharing Arrangement

(DPSA). Since 1956, the DPSA has provided Canadian businesses with access to the U.S. defense market. CCC's involvement in the DPSA helps to reduce the contractual burden for the buyer and seller. It allows for duty-free entry for goods and services (where applicable), the waiver of some of the regulations of the Buy American Act and eliminates the need for Canadian firms to financially report using U.S. cost accounting standards. In addition, selling to the National Aeronautics and Space Administration (NASA) is facilitated through CCC. An agreement with NASA allows Canadian companies to use CCC as prime contractor.

Assistance to Canadian exporters wanting to sell products and services to the civilian side of the U.S. government is also available. Through the U.S. General Services Administration (GSA) Schedules Program, CCC is working with the Washington Management

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Put the power of Canada behind your export sales



CCC (Canadian Commercial Corporation) is a Crown corporation mandated to facilitate international trade, particularly in government markets. Acting as a prime contractor, CCC signs export contracts providing access to markets for exporters and a government-backed performance guarantee for buyers. CCC also helps 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.