

The U.S. Connection

The U.S. Connection is produced in cooperation with the U.S. Business Development Division of DFAIT's North America Bureau. For information about articles on this page, fax **(613) 944-9119** or e-mail commerce@dfait-maeci.gc.ca. For all other export enquiries, call the Team Canada Inc Export Info Service toll-free at **1-888-811-1119**.

Sell2USGov

Links to the U.S. government supply chain

When your hot prospect asked for your GSA number, did you know if you had one — or even what it was?

When someone suggested "Buy American", did you know what to do? **Sell2USGov** (www.can-am.gc.ca/sell2usgov) is the newest site for Canadian firms with Canadian questions about the world's largest — and sometimes most complicated — market: the US\$200-billion U.S. government procurement market.

Hundreds of Canadian companies win millions of dollars in contracts with U.S. government customers for commercially available products and services each year. Sell2USGov hands you the keys to their success.

Sell2USGov focuses on planning for market entry, winning and retaining business, and solving problems. Users can link directly to bid notices and take advantage of extensive sources of business intelligence and specialists with proven track records helping companies win U.S. government contracts — a process that starts long before the bid notices are published.

"We're getting a lot of calls these days from companies with great products and services related to Homeland Security," said Judy Bradt, Director of Business Development for Aerospace, Defence and IT at the Canadian Embassy in Washington D.C. "Sell2USGov jump-starts newcomers wondering how it all works, and has a lot to offer our experienced clients too."

The content-rich site includes critical success factors such as making sure proposals are complete and accurate.

"Our clients have always liked to use our *Solicitation Guide* when they're writing a proposal," explained Bradt. "Sell2USGov makes it easier to use, and links right to the regulations, too."

"This portion of the site goes through each section — from A through M — of the U.S. government solicitation, and presents the issues Canadian firms need to consider as they respond."

"Drafting a winning U.S. government proposal requires a lot of detail," Bradt added, "but getting good advice when you need it — even on a weekend — can make all the difference."

"There are U.S. government buyers in every state. Clients using Sell2USGov will be even better prepared to call on their Trade Commissioners across the United States to get the names of key contacts among U.S. government buyers in their target markets," said John Kneale, Director of DFAIT's U.S. Business Development Division.

Visit www.can-am.gc.ca/sell2usgov and tell us what you think!

For more information about the Web site, contact Judy Bradt, Canadian Embassy, Washington D.C., tel.: **(202) 682-1740**, fax: **(202) 682-7795** or **682-7619**, e-mail: judy.bradt@dfait-maeci.gc.ca

For assistance with specific opportunities, contact the trade officers responsible for the region in which the buying office or prospect is located. Officers are listed in the Canadian Trade Commissioner Service directory at www.infoexport.gc.ca ★

Check the Business Section of the Canada-U.S. Relations Web site at www.can-am.gc.ca ... for valuable information on doing business in and with the United States.

Tips from CCC

Add risk protection to your export contracts

For over 50 years, the Canadian Commercial Corporation (CCC), Canada's export contracting agency, has been reducing risk for buyers and sellers by building contracts that have the best possible terms and conditions. A contract is an agreement — enforceable by law — that represents the parties' intentions and documents their responsibilities. When agreements cross borders and jurisdictions, however, both buyers and sellers need additional protection from perceived risks.

Satisfaction with both product and payment is most likely when all parties perform in accordance with the mutually understood terms and conditions outlined within the contract.

In export contracting, where the risk is perceived to be higher, exporters will often be asked to post performance bonds to guarantee that the contract terms and conditions will be fulfilled. As Prime Contractor in an export contract, CCC offers buyers a 100% guarantee that contract terms and conditions will be met, which can result in the waiver of such bonds.

Built-in risk protection

CCC offers exporters the following tips for negotiating a risk-reduced contract.

Prepare for the possibility that one or both parties may not perform in accordance with contract terms:

- Include recourse options and remedies in the event of contractual default.
- For disputes, specify the rules governing arbitration, the arbitrator and the country of arbitration.

Use clear language to avoid misunderstandings:

- Define product specification requirements, payment terms and overall contract objectives.
- Identify remedial action or penalties for terms or conditions that are not met.

Investigate the pitfalls that can lead to possible shipping delays in foreign markets before signing an export contract:

- Identify all required export permits.
- Develop delivery schedules that can accommodate unexpected delays at the border, particularly in regulated markets.

Minimize the risk of non-payment in cases where a buyer perceives that the product fails to meet the specifications:

- Define the process for product inspection and acceptance.

Shaping Trade Solutions for Our Exporters



The Canadian Commercial Corporation (CCC) is an export sales agency of the Government of Canada providing special access to the U.S. defence and aerospace markets and specializing in sales to foreign governments. Canadian exporters can gain greater access to government and other markets, as well as a competitive advantage, through CCC's contracting expertise and unique government-backed guarantee of contract performance. CCC can facilitate export sales that often result in the waiving of performance bonds, advanced payment arrangements and generally better project terms.

When requested, CCC acts as prime contractor for government-to-government transactions and provides access to pre-shipment export financing from commercial sources.

For more information, contact CCC, tel.: **(613) 996-0034**, toll-free in Canada: **(800) 748-8191**, fax: **(613) 947-3903**, Web site: www.ccc.ca

- Establish a method of payment that satisfies the exporter's risk tolerance and takes into account whether or not the product has been manufactured to prescribed specifications in the past.

For more information about building risk protection into your export contracts, contact Canadian Commercial Corporation, tel.: **(613) 996-0034**, toll-free (in Canada): **1-800-748-8191**. ★

Educational Marketing Unit, DFAIT, tel.: **(613) 996-2041**, fax: **(613) 995-3238**, e-mail: simon.williams@dfait-maeci.gc.ca

This is the first in a series of success stories on emerging education market opportunities and activities in the Middle East and other regions, promoted by DFAIT, that will be featured in CanadExport. Watch for details. ★

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Indeed, hitting the books together could be the start of a beautiful friendship between Canada and Qatar.

For more information on CBIE, contact Jennifer Humphries, Director, Membership and Educational Services, CBIE, tel.: **(613) 237-4820**, fax:

(613) 237-1073, e-mail: jhumphries@cbie.ca Web site: www.cbie.ca

For more information on CNA, contact Stephen Lee, Information Officer, CNA, tel.: **(709) 643-7928**, fax: **(709) 643-7932**, e-mail: stephen.lee@northatlantic.nf.ca

For general information on educational opportunities abroad, contact Simon Williams, Deputy Director,