

# The needle in the haystack Finding good export opportunities with CCC

The international government procurement market is valued at US\$5 trillion and more and more opportunities associated with this market are disseminated through electronic postings or "feeds", such as FedBizOps in the United States, and Tenders Electronic Daily (TED) in the European union. However, searching through these potentially valuable sources can be daunting, especially for a small or medium-sized business.

Enter SourceCAN—an e-marketplace developed in a public-private sector partnership including Industry Canada (IC), Canadian Commercial Corporation (CCC) and HyperNet. Everyday, this free online service links Canadian suppliers of goods and services to thousands of procurement opportunities from both domestic and foreign corporations and governments.

Within SourceCAN, CCC focuses on the operation of the export market, particularly in opportunity assessment and filtering, bid matching, and advising on bid responses. First, CCC acquires access to the international opportunity feeds, saving Canadian companies time and money. CCC then scans the content of the opportunity announcements and filters out those opportunities for which Canadian companies are precluded from participating in or those that would likely be deemed non-competitive. Viable opportunities are posted to the SourceCAN Web site ([www.sourcecan.com](http://www.sourcecan.com)), Merx ([www.merx.com](http://www.merx.com)), PODS ([www.pods.net](http://www.pods.net)) and e-mailed to registered users based on their bid matching profile, ensuring that only the most relevant opportunities are forwarded to companies.

### CCC there to help

Once a company decides to respond to an opportunity, CCC can assist in understanding the procurement process, in obtaining bid documents and in giving guidance to users to enhance their bid responses. Again, at no cost to the user.

"Companies are finding that the filtered electronic opportunity feeds are a convenient and powerful value-added tool and are winning new

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](http://www.ccc.ca)

export business through SourceCAN," said Ron Linton, Manager, Bid Matching Service, CCC.

Qualified companies responding to opportunities can augment their bid proposals with the CCC advantage. As a Crown corporation mandated to facilitate international trade, particularly in government markets, CCC builds confidence in Canadian exports by giving them the credibility of a government-backed performance guarantee that opens doors and leads to contracts with improved terms. Normally, CCC acts as a prime contractor, signing a contract with the foreign buyer and a matching contract with the exporter. CCC also helps exporters to increase their pre-shipment working capital from commercial sources, and offers a range of procurement, pre-contract, contract advisory and post-contract services on a fee-for-service basis.

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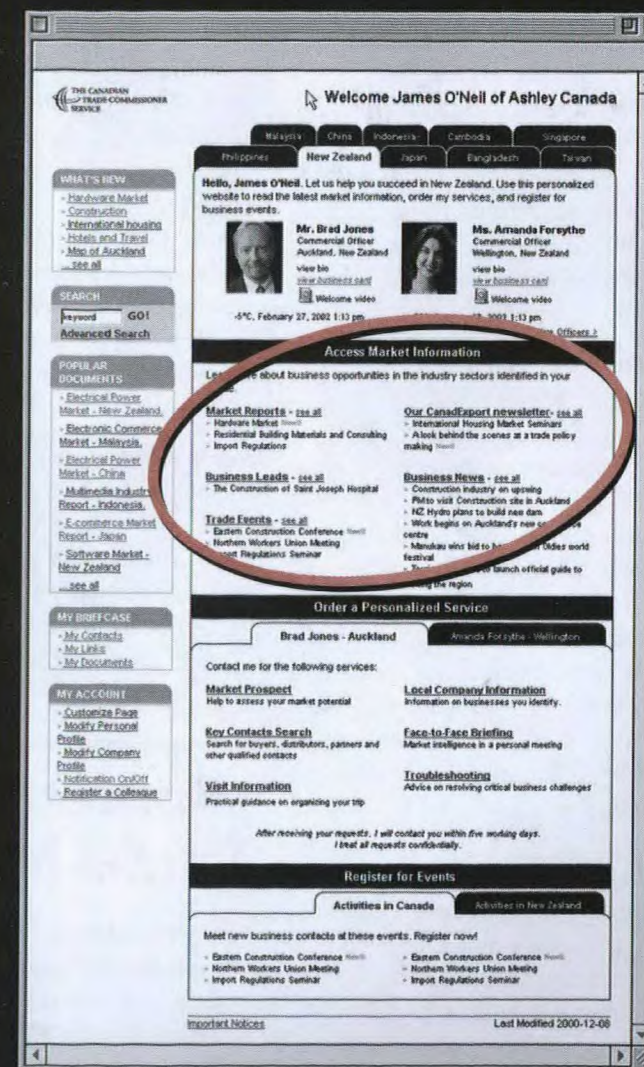
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