

Accreditation

Most service professionals who are required to be licensed or accredited in Canada also need to be accredited in the United States. U.S. licensing is by state, much as it is by province in Canada. By contacting your national accreditation body in Canada, you can get information on:

- any reciprocity of credentials that may have already been negotiated;
- procedures you must follow for submitting your credentials in the United States; and
- the appropriate U.S. professionals association contact information.

Federal Procurement — Buy American

The 1933 Buy American Act is the most significant U.S. federal legislation limiting the use of Canadian materials in U.S. public sector contracts. It does not specifically apply to federal procurement of services.

Since services are not covered by the Free Trade Agreement's (FTA's) chapter on government procure-

ment, there is no guarantee of equal treatment for Canadian service firms when selling to the federal government.

The North American Free Trade Agreement (NAFTA), however, does require that federal procurement of services over \$50 000 provide equal treatment to Canadian service firms.

Set-Asides

Under the FTA and NAFTA, the United States is still entitled to reserve contracts for small and disadvantaged businesses. No Canadian companies can qualify for these contracts, except as a subcontractor. To qualify directly, you must establish a presence in the United States and meet the requirements outlined on the *Identifying U.S. Federal Contacts and Opportunities* sheet.

Identifying U.S. Federal Contacts and Opportunities

The federal, state, county, municipal and special district governments in the United States spent a combined US\$929 billion on goods and services in 1991. The federal government, in particular, is a large buyer. With annual purchases of US\$420 billion worth of goods and services, it is the single largest procurement organization in the world. Federal purchases of services in 1991 were approximately: US\$3 billion on architecture and engineering, US\$8 billion in equipment maintenance and repair, US\$10 billion on administration and management, US\$8 billion on construction, US\$3 billion on data processing and US\$5 billion on transportation.

There is no central contracting administration for services (except for architecture, engineering and construction, which are usually administered by General Service Administrations' Public Buildings Service or the Army Corps of Engineers). Potential services contractors must identify and call on the program officials most likely to need their services. When marketing to governments, ensure that the program managers are aware of your service expertise in addition to the procurement official. In selling to these officials, many Canadian firms have followed the strategy of aligning with a local partner. The following contacts will help you find your way around the U.S. federal government.

1. *The Federal Yellow Book*, available from Monitor Publishing in New York (phone: (212) 627-4140), is a comprehensive directory of program managers, procurement officials and other senior officials in all agencies of the federal government. The annual subscription is \$215 and includes quarterly updates.

