

The U.S. Connection

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SPAWAR system spells opportunities — continued from page 1

Here are some simple procedures that smaller companies must follow to "get in the gate" and do business with SPAWAR.

Register first

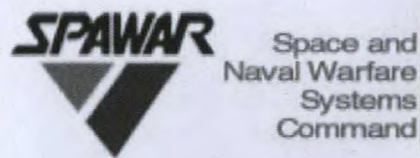
To become a qualified supplier to the U.S. Department of Defense (DoD), companies must follow a number of simple procedures to identify their products and services:

- Begin at the Dun & Bradstreet (D&B) Web site by registering for the mandatory nine-digit Data Universal Numbering System (DUNS) number. There is no charge to obtain the DUNS number, and registration takes about ten minutes at: www.dnb.com
- From the D&B Web site, follow the links to register at the Central Contractor Registration (CCR) Web site (www.ccr.gov). Registration with CCR must be renewed annually by all DoD suppliers.
- CCR registration automatically assigns a 5-digit Commercial and Government Entity (CAGE) code that is used extensively in U.S. federal government procurement. This code enables standardization of processes such as identity clearance, pre-award surveys, automated bidders mailing lists, and automated payment methods. CCR registration also

assigns a marketing partner I.D. (MPIN) that enables access to other government applications.

Identify your product or service

To view the Federal Supply Classification (FSC) codes, Federal Supply Groups (FSG), and Product Service Codes (PSC) used in government solicitations, visit the Defense Logistics



Information Service: www.thertg.com/secrc/fsc-codes/fsc.html

The Standard Industrial Classification codes have been replaced by the North American Industrial Classification System (NAICS).

Know the regulations

Potential suppliers must become familiar with pertinent regulations for contracting procedures used by the U.S. federal government, the Department of Defense, and the Department of the Navy.

- Federal Acquisition Regulations (FARs) are listed at: www.arnet.gov/far/
- The Defense Acquisition Regulations Supplement (DFARs) is available

on the Web site of the Defense Acquisitions Regulations Directorate: www.acq.osd.mil/dp/dars

- The Navy Acquisition Procedures Supplement (NAPS), a regulation comparison tool, is available at: www.abm.rda.hq.navy.mil/nap1.html
- Download "10 Steps to Success for Navy Contracting" produced by SPAWAR's San Diego Small Business Program: http://enterprise.spawar.navy.mil/spawarpublicsite/aboutspawar/ten_steps.pdf

Match buyer with supplier

Next, suppliers must identify potential customers, assess customer needs, and decide how best to align their product and service offerings with these requirements.

- To search the database of products and services purchased by contractors, use the Navy Marketing Information Service provided on the Web site of the Department of the Navy, Small and Disadvantaged Business Utilization Office (SADBU): www.hq.navy.mil/sadbu/
- After identifying contractors of interest, contact the on-site Small Business Specialist directly.

Identify opportunities

To link directly to SPAWAR acquisition opportunities and current awards, visit e-Commerce Central, SPAWAR's all-in-one Web site:

<http://e-commerce.spawar.navy.mil>

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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.

Learn from CCC's experience How to improve your export contract

The Canadian Commercial Corporation (CCC) has been helping Canadian exporters negotiate, win and carry out contracts in international markets for more than 50 years, and this experience has led CCC to identify a number of steps to success:

1. When negotiating a contract, account for the possibility that one or both parties may not perform in accordance with the contract terms.
 - Include recourse options and remedies covering the possibility of a contract default.
 - For disputes, specify the rules governing arbitration, the arbitrator, and the country of arbitration.
2. Use clear language to avoid misunderstandings.
 - Define all required product specifications, terms of payment, and overall contract objectives.
 - Identify remedial action or penalties for unfulfilled terms and conditions.

3. Minimize the risk of non-payment.

- Define the process for product inspection and buyer acceptance.
- Establish a method of payment that satisfies the exporter's risk tolerance, taking into account whether or not the product has been manufactured to prescribed specifications in the past.

4. Identify possible challenges before signing an export contract, for example, factors that may affect shipping schedules.

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

For more information about the steps you can take to help ensure the success of your international contracts, contact the Canadian Commercial Corporation, tel.: 1-800-748-8191, Web site: www.ccc.ca

Put the power of Canada behind your export sales



The Canadian Commercial Corporation (CCC) is Canada's export contracting agency. CCC specializes in sales to foreign governments and provides special access to the U.S. defence and aerospace markets. Canadian exporters can gain greater access to government and other markets through CCC's contracting expertise and unique government-backed guarantee of contract performance.

CCC provides export contracting services that often result in the waiving of performance bonds, advanced payment arrangements and generally better project terms. CCC can provide access to commercial sources of pre-shipment export financing. When requested, CCC acts as prime contractor for appropriate government-to-government arrangements.

For more information, contact CCC, tel.: (613) 996-0034, toll-free in Canada: (1-800) 748-8191, fax: (613) 995-2121, Web site: www.ccc.ca

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To view future opportunities, visit Navy Electronic Commerce OnLine: www.neco.navy.mil CCR regis-

Export USA Calendar

For information about:

- Trade missions to the U.S.
 - Seminars on the U.S. Market
- Visit the Export USA Calendar at: www.can-am.gc.ca/NEBS/runtime/search-e.asp

tration is required to use these services.

SPAWAR means business

Small companies already generate 50% of the U.S. GDP and 44% of U.S. government revenue, and now SPAWAR's online system of resources and simplified procedures makes it even easier for small enterprises with enabling technologies and new business models "to get in the gate".

For more information, contact Jeffrey Gray, Business Development Officer, Canadian Consulate General, Los Angeles, tel.: (213) 346-2752, fax: (213) 346-2767, e-mail: jeffrey.gray@dfait-maeci.gc.ca (For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "The U.S. Connection".)