

Information Resource Management Service, U.S. General Services Administration, 18th and F Streets, N.W., Washington, D.C. 20405. In addition, it is strongly suggested that the interested Canadian software developer arrange an appointment beforehand with the contracting office responsible for the product area. This enables the developer to introduce his/her company and products, and to discuss the most appropriate schedule for each product. In fact, it may be more convenient to contact any of the GSA's regional Business Service Centers for more information. For the State of New York, the appropriate center is at 26 Federal Plaza, New York City, N.Y. 10278, phone: 212-264-1234.

To enter into the schedules process, the Canadian software developer must be prepared to provide the U.S. government with information on such things as pricing or developmental costs, corporate structure and ownership, current audited financial statements, and financial guarantees of ability to fulfill any contract that may be won. Furthermore, if a schedule contract is successfully negotiated, the software firm must agree with GSA to sell a specific product at a given price for a fixed period in indefinite quantities.

Several other possible avenues are available to reach the markets of U.S. government agencies. For example, information on U.S. trade shows and special conferences designed to assist firms in selling to the U.S. government can be obtained from the **Canadian Embassy, Federal Government Procurement (501 Pennsylvania Avenue, N.W., Washington, DC 20001, phone: 202-682-1740)**. In addition, a subscription could be taken with Commerce Business Daily, which is a weekday publication of the U.S. Department of Commerce listing proposed procurements by U.S. government agencies. Two other valuable publications are: the Federal Yellow Book, which is published quarterly by Monitor Publishing Co., 1301 Pennsylvania Ave., N.W., Washington, D.C. 20004. This book provides the specific program offices within each U.S. federal agency. The second publication is: Doing Business with the Federal Government, which is available for purchase from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. This provides an overview of the principles and procedures of U.S. government procurement practices, and it provides a directory of names and addresses of contacts in each of the departments and agencies.

6. CASE STUDIES

Opportunities for selling software products and applications in New York