

# The U.S. Connection

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Listen and learn

## Advice from San Francisco/Silicon Valley experts

**E**xport USA (formerly NEBS) recently launched its Virtual Trade Mission to Silicon Valley and the San Francisco Bay Area. This Web site ([www.export-usa-it.ca/](http://www.export-usa-it.ca/)) consists of a series of Web interviews that take you to the heart of this key market for Canadian IT exporters to the United States. Each interview is delivered by an experienced business leader from San Francisco/Silicon Valley and gives you an inside look into the critical strategies for getting into this highly competitive marketplace. After you have watched the videos, visit the Web sites of Export USA and the Canadian Trade Offices in San Francisco/Silicon Valley for more information about exporting to this region.



Chris Thompson

**Lay of the land**  
How did San Francisco (Bay Area) and the Silicon Valley become the world leader in technology innovations and business? Watch an interview with Chris Thompson, Vice President of Marketing, Network Associates, to learn about the breakdown of this region. Learn about the unique culture

and business practices that exist in San Francisco/Silicon Valley, how it became a world leader, and why it can be an important market for your company.



Andrew Scoular

### Market entry strategies

Why is it so difficult to penetrate the San Francisco/Silicon Valley market? This interview with Andrew Scoular of Technology

Marketing, uncovers the importance of clearly identifying your value proposition, competitive differentiation, and the difference between sales and marketing.



Bill O'Connor

### How to get into the network

Why is networking so important in San Francisco/Silicon Valley? View this interview with Bill O'Connor, Founding

Partner, Muse Creative and Consulting, to learn about the significance of networking in this region specifically as it pertains to the hi-tech community, why it is so difficult for foreign firms to

penetrate these networks, and ways in which foreign firms can overcome these hurdles. Finally, learn of some great resources that you can access in order to help you become better networked in this market.

### Trade Offices there to help

The San Francisco/Silicon Valley area is especially known for its business savvy and leadership in technology and innovation. Canada currently ranks as California's third-largest trading partner and offers enormous potential for Canadian hi-tech business.

The Canadian Trade Offices in San Francisco/Silicon Valley focus on trade & investment for technology-based industries and public affairs. Clients are Canadian high-tech firms that want to do business with San Francisco Bay Area/Silicon Valley firms and area firms interested in

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### 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.dfait-maeci.gc.ca/nebs/menu-en.asp](http://www.dfait-maeci.gc.ca/nebs/menu-en.asp)

## An export primer: The three Cs Confidence

**T**he world of export trade is driven by the 'three Cs': credibility, confidence and contracts. Once you establish your credibility as an exporter, you have laid the foundation for building up the buyer's confidence in your capabilities. And that confidence can translate into some important and tangible benefits. This second installment in our series on the three Cs explains how.

If credibility is the key that opens the door to export opportunities, then buyer confidence is what determines your reception on the other side. The more confident a buyer becomes in you and in the relationship you are building, the more likely that buyer is to incorporate favourable terms into your contract.

As Canada's export contracting agency, the Canadian Commercial Corporation (CCC) has worked since 1946 to strengthen buyer confidence and realize the benefits that result. In those 56 years, CCC has signed more than \$30 billion in export contracts with buyers in over 100 countries.

### Smooth sailing

Our first article in this series noted that one of the ways CCC bolsters the credibility of Canadian exporters is by standing behind export contracts, as prime contractor, and offering the buyer a government-backed guarantee

of contract performance. This can be a significant confidence-booster for buyers because it substantially reduces their perceived degree of risk of doing business with your company.

What does this mean to you as an exporter? It means you have a greater chance of incorporating into your contract some of the conditions you require to put in your best performance and to consider the transaction a business success. These might include waivers of performance bonds, the scheduling of advance payments to maintain your cash flow for the duration of the project. It might even be the factor determining whether or not your company will be awarded the contract.

### Freedom to focus

Every foreign buyer has different requirements; some depending on the sector they're in, and some depending on the unique conditions of doing

## Advice from San Francisco/Silicon Valley experts

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investing in Canada or working with Canadian partners.

For more information, contact Jocelyn Guimond, ExportUSA Coordinator, United States Business Development Division, tel.: (613) 996-6192, e-mail: [jocelyn.guimond](mailto:jocelyn.guimond)

visit the Virtual Trade Mission to Silicon Valley and the San Francisco Bay Area Web site: [www.export-usa-it.ca/](http://www.export-usa-it.ca/) or the Canadian Trade Offices in San Francisco/Silicon Valley Web site: [www.cdnttrade.com/](http://www.cdnttrade.com/)

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

business in their particular region of the world. CCC has considerable experience in negotiating and contracting with a vast range of customers internationally. With a knowledgeable partner like CCC, businesses have the freedom to focus on what they do best: manufacturing the product and/or delivering the service.

In our next article, we'll look at the third and final 'C' — Contracts: what to do and what not to do and what might just surprise you about the back-and-forth process of hammering out a deal. Stay tuned!

For more information about how to put the power of Canada behind your export sales, contact CCC at 1-800-748-8191, or visit: [www.ccc.ca](http://www.ccc.ca)