

Access \$25 billion with CCC

U.S. government procurement market

The General Services Administration (GSA) is the central procurement arm of the U.S. federal government and is responsible for facilitating billions of dollars in purchases every year on behalf of U.S. government departments and agencies. Canadian companies can access this US\$25 billion market by becoming a qualified supplier through the GSA Schedules program.

To sell to the GSA, you need to be on its procurement schedule. While companies can apply on their own, many elect to use consultants to assist in the submission process because completing the GSA solicitation

package can be a challenging process for those not familiar with the program. This is where the **Canadian Commercial Corporation (CCC)** can really help.

CCC specializes in sales to foreign governments and, as one of the largest suppliers to the United States Department of Defense and the National Aeronautics and Space Administration (NASA), is extending its supply relationship to the civilian side of the U.S. government through the GSA Schedules program. CCC is working with the Washington Management Group and the Coalition for Government Procurement (CGP)—a non-profit group based in Washington, D.C.—in order to provide a cost-effective and knowledge-based service for Canadian companies looking to get GSA Schedule award status. CCC also maximizes selling opportunities by providing business and marketing intelligence.

CCC's GSA Schedule award services

CCC offers a two-phase program to help Canadian exporters gain access to opportunities through the GSA Schedules program. Successful completion of Phase I will automatically enrol your company in Phase II.

Phase I—Pre-contract award— Submission to GSA—\$18,000

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

The first phase is intended to support Canadian exporters applying for a GSA Schedule award. Services include submission advice and peer review by our Washington-based consultants, and advice related to GSA discussions and pricing negotiations. The cost is based on completing one GSA Schedule submission for one GSA category.

Phase II—Post-contract award—Marketing for five years at \$2,500 per year

The second phase is a mandatory condition for all successful pre-award contract holders. The annual membership dues (\$1,500 per year) to the CGP are included in this fee. This group provides business intelligence and networking opportunities for its more than 350 members, all of whom are GSA Schedule holders, who together account for approximately

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VIRTUAL
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PERSONALIZED
INFORMATION AND SERVICES

Up Close and Personal

With the Virtual Trade Commissioner, it's easier to order services from our officers in different markets—the same services you are used to: Market Prospect, Key Contacts Search, Visit Information, Local Company Information, Face-to-face Briefing and Troubleshooting.

It's simple. Click on one of the services in the *Order a Personalized Service* window of your Virtual Trade Commissioner and follow the prompts. After sending your request, the system will process your submission immediately and send it directly to the desktop of the Trade Commissioner in your selected market. You'll receive acknowledgement of your request within five business days.

When you register for the Virtual Trade Commissioner Web pages, you provide information about your company; trade commissioners access that information when you order a service from them. That means faster, better results to help you pursue business opportunities abroad.

Tap into the expertise of real-live trade commissioners! Register for your Virtual Trade Commissioner today.

The screenshot shows the Virtual Trade Commissioner website interface. At the top, it says "Welcome James O'Neil of Ashley Canada". Below that, there are navigation tabs for various countries: Malaysia, China, Indonesia, Cambodia, Singapore, Philippines, New Zealand, Japan, Bangladesh, and Taiwan. The main content area is titled "Order a Personalized Service" and lists several services: Market Prospect, Key Contacts Search, Visit Information, Local Company Information, Face-to-face Briefing, and Troubleshooting. A red circle highlights the "Order a Personalized Service" section. The interface also includes a search bar, a "WHAT'S NEW" section, and a "MY ACCOUNT" section.

Learn more about this service in future editions of CanadExport

The Virtual Trade Commissioner puts a world of resources at your fingertips – literally! Password-protected, private and secure, the Virtual Trade Commissioner creates an online workspace for you to identify and investigate trade prospects in your industry sector and target markets. Take advantage of personalized services from Canada's trade commissioners all over the globe.

For more information on the Virtual Trade Commissioner or to register, visit:

www.infoexport.gc.ca

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