

4. RECOMMENDATIONS - ACTION PLAN

The telemarketing survey found that Canadian exporters are interested in entering the US government procurement market. Although some Canadian exporters are already selling to the US government, many exporters are still looking at the possibility of entering that market. Given the importance of this potential market to the Canadian economy, the Canadian government should assume a leadership role and assist Canadian exporters in becoming export ready, in getting GSA registration and in gaining access to US government purchasing officials. As well, the Canadian government should take action to promote the sale of Canadian products to the US government, thereby ensuring that Canadian companies are negotiating on a level playing field.

From the results of the question one on the extent of participant's involvement in exporting to the US market, there is sufficient information to segment the potential exporters into three target groups; novices, exporters and experienced exporters. Typically, the "novices" are not yet exporting to the US, have not taken any action yet in spite of their interest and are limited by internal constraints in terms of time and available resources. For the novices, it is preferable to repeat the original seminar to consolidate their interest. The "exporters" are selling to the US commercial market but not to the government. They have undertaken steps on their own, contacting the Canadian Embassy, the US Trade Division or GSA. In some cases, they have received GSA registration but more than likely they do not have it yet. An appropriate workshop for the exporters would focus on GSA registration and all other aspects related to bidding procedures. Finally, the "experienced exporters" are already selling to the US government and they intend to expand their marketshare. Their needs are very specific; focussing almost entirely on marketing and identifying potential clients.

There is generally a correlation between the size of a company and the extent of its experience in the US market. The novice's company is often small, the exporter's, medium and the experienced exporter's, large.