

- j) Assess Quality Assurance requirements, check with DCASMA or the Department of National Defence, Director General Quality Assurance (DND/DGQA) (CH 8).
- k) Assess Product Qualification/First Article Testing Requirements. Check with buyer. DND and DCASMA can provide advice. (CH 8.0)

- l) Acquisition of specifications and drawings (CH 8.0)
Naval Publications and Forms Centre
5801 Tabor Avenue
Philadelphia, PA 19120
(215) 697-3321

There are at least two Canadian companies which can provide a more rapid service with a fee. (MICROMEDIA and CALIAN Technology, both in the Ottawa area).

- m) Establish contacts:

- 1) External Affairs/Defence Programs Bureau
(125 Sussex Drive, Ottawa, Ontario K1A 0G2) (DPB) at (613) 996-1836
- 2) Department of Regional Industrial Expansion, (DRIE) Ottawa Sector Branch or through your local regional DRIE Office
- 3) Canadian Commercial Corporation (50 O'Connor Street, Ottawa, Ontario, K1A 0S6) (613) 995-9144
- 4) Department of National Defence/Defence Sales Support (613) 992-9605
- 5) U.S. Department of Defense, DCASMA Ottawa (613) 992-2687
- 6) Trade commissioners in U.S.A. — see appendix
- 7) Provincial department of trade/industry

- n) Before deciding whether to engage an agent, you should discuss your requirements with the Canadian local trade commissioner in the Canadian embassy in Washington, consulates or trade offices.

NOTE: (1) The U.S. defence market requires considerable marketing effort, not only in gathering market intelligence, but in the identification of the buyer of your specific product plus the constant pursuit of solicitations. (Bid sets, Requests for Proposals, Requests for Quotations, and Invitations for Bid).

(2) There is considerable help in pursuing this market, both in the federal and provincial levels of governments. Because of regulations, procedures and interpretations, these personnel should be consulted prior to your expending time, money and effort on this market.

2.0 Government Departments — Responsibilities

U.S. defence marketing assistance is available from several government departments and agencies:

- a) Department of External Affairs:

- Responsible for management of the Canada-U.S. Defence Production and Development Sharing Agreements
- Marketing advice
- Financial assistance through the Program for Export Market Development (PEMD)
- Arranges incoming and outgoing marketing missions
- Trade fairs
- Trade Commissioner Service

- b) Department of Regional Industrial Expansion:

- Responsible for industrial development
- Administers the Defence Industry Productivity Program (DIPP)
- Responsible for managing Canada-U.S. cost sharing development projects
- Regional offices provide access to federal agencies

- c) Department of National Defence (DND):

- Purchases its own defence equipment through the Department of Supply and Services, therefore provides a national market.
- Provides sales support (Director Defence Sales Support (DDSS)), quality assurance (Director General Quality Assurance (DGQA) and product qualification (Director Engineering and Maintenance Planning and Standardization — DEMPS)

- d) Supply and Services Canada (SSC):

- Responsible for the Canadian defence industrial base
- Contract response for DIPP shared development projects and CCC contracts
- Provides security clearance services as required
- Provides audit services cost, analysis and profit guidelines

- e) Canadian Commercial Corporation (CCC):

- CCC acts as prime contractor for U.S. Department of Defense acquisitions with the Canadian supplier acting as subcontractor for 100 per cent of their requirement
- Provides the mandatory certification and endorsement of bidders mailing list (BML) and bids (companies and products)
- Sources for the U.S. Department of Defense buying agencies
- Assists contractors in the preparation of bids
- Guarantees performance of its subcontractor
- Collects and disburses contract payments
- Manages the U.S. Industrial Preparedness Program in Canada and conducts facility surveys of Canadian planned producers