

CCC's Prime Contractor Service

Sharing knowledge and building expertise

Canadian Commercial Corporation (CCC) opens markets for Canadian exports and provides exporters with specialized contracting services to help them win sales. Through its government-to-government contracting role, CCC helps Canadian exporters sell into public sector markets in an average of 30 countries each year.

CCC's International Prime Contractor Service provides project promotion, contract advisory and management services to exporters, and a government-backed guarantee of contract performance for the buyer. The opportunities CCC pursues as a prime contractor promote Canadian

capabilities and innovation in many areas, including high technology and environmental sectors, transportation and consumer goods. Canadian expertise and products also contribute to improvements in education around the world.

In Venezuela, a \$37 million contract facilitated through CCC is providing a training solution to the Instituto Nacional de Cooperación Educativa (INCE), the country's largest technician training organization. INCE has an extensive network of training centres and mobile laboratories throughout the country and an enrolment of more than 530,000 people. For the next three years, **Lab-Volt (Quebec) Ltd.** will deliver state-of-the-art training programs

Benefits of having CCC as prime contractor:

- Project promotion support
- Advice on bid or proposal preparation and submission
- Assistance in contract structuring and negotiation
- Contract monitoring and administration
- Access to competitive rates on foreign exchange

equipment will be used to showcase state-of-the-art Canadian equipment throughout the whole country to train hundreds of thousands of Venezuelans each year.

When CCC is prime contractor, it conducts its own due diligence to determine an exporter's technical, financial and managerial capabilities to deliver on the project's requirements. CCC stands behind the contracts it signs with a government-backed guarantee that its terms and conditions will be met. This guarantee contributes to Canadian companies' credibility in the eyes of a foreign buyer and usually waives any other guarantees that may otherwise be required by the foreign buyer.

To put the power of Canada behind your export sales, contact CCC today. As Canada's exporting contracting agency, CCC can wrap the Canadian flag around your proposal, provide a platform for government-to-government arrangements, and offer a range of pre-contract services to help exporters make the sale. **For more information**, go to www.ccc.ca, or call 1 800 748-8191. 🌟



and laboratory equipment to Venezuela, addressing the fields of information technology, electronics, electric power technology, telecommunications, industrial controls, automation, fluid power, instrumentation and process control. Intensive training will be provided to more than 500 instructors, supported by several Lab-Volt product specialists in Canada and Venezuela. The curriculum and support materials will all be provided in Spanish.

The contract between INCE and CCC for the supply of Lab-Volt's equipment and training was awarded last year following a three-year competition that included suppliers from several countries. The Lab-Volt

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Circulation: **55,000**
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Web site: www.dfait-maeci.gc.ca/canadexport

CanadExport is published twice monthly by the Department of Foreign Affairs and International Trade's (DFAIT) Communications Services Division.

ISSN 0823-3330

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Publications Mail Agreement Number: **40064047**

Return undeliverable Canadian addresses to:
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DFAIT
125 Sussex Drive, Ottawa, ON K1A 0G2
E-mail: canad.export@dfait-maeci.gc.ca

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The Virtual Trade Commissioner puts a world of resources at your fingertips—literally! Password-protected, private and secure, the Virtual Trade Commissioner creates an on-line 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.

The Virtual Trade Commissioner – a key link in developing successful international business alliances.

Experienced Canadian exporters—who know the secrets to succeeding in foreign markets—have offered tips for avoiding common export problems...

...like *poor alliances*. It's one of the most common mistakes exporters make.

When you're busy running a company, you need to focus on the day-to-day decisions that affect your business. So how do you find the time to evaluate the qualifications of a potential foreign business partner?

Canada's team of more than 500 trade commissioners can help. Maybe you need a list of agents or distributors. Or maybe you want to consider potential joint-venture partners, technology sources, or patent attorneys.

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