

Information Technology: Selling to the U.S. Federal Government

- reviewing prospects identified by Canadian exporters and assessing CCC's capacity to assist in each case;
- matching leads to the specific capabilities of individual firms using the Bid Matching Service;
- transmitting invitations for bid (IFB), requests for proposals (RFP), and requests for quote (RFQ) from client governments and agencies to Canadian suppliers;
- evaluating the technical and financial aspects of the product, service, or project package required and analysing the risks;
- reviewing the technical and financial capability of Canadian suppliers;
- registering Canadian companies on the U.S. Bidders' Mailing Lists;
- participating in negotiations: the final contract is subject to acceptance by both the CCC and its suppliers;
- executing prime and back-to-back contracts;
- following through on all aspects of the sale; and
- facilitating contracts at appropriate government levels in Canada and abroad.

The CCC's expertise and reputation in the U.S. federal market can greatly improve your chances of success. For more information, contact:

Canadian Commercial Corporation
Metropolitan Centre, 11th Floor
50 O'Connor St.
Ottawa, ON K1A 0S6
Tel: (613) 996-0034 Fax: (613) 995-2121

Canadian Embassy, Washington, DC

The Canadian Embassy provides information and assistance to Canadian firms wishing to enter the U.S. federal IT market. However, the Embassy also provides firms with a marketing venue (i.e. the Embassy's theatre and the Canada Room) for capability seminars and exhibits. The Embassy's services include:

- holding a personal introductory briefing to identify the best federal prospects and the first steps for Canadian firms;
- providing firms with information and market reports on the U.S. federal procurement process and federal contracting opportunities;
- assisting firms in the development of a federal business strategy;
- conducting customised searches of the *Fedmark Fed-500* database (Federal Sources, Inc.) for Canadian companies to identify and track upcoming contracting opportunities from the top 500 federal IT programmes;
- conducting customised searches of the *Federal Prime Contracts* database (Eagle Eye Publishers, Inc.) for Canadian companies and generating reports that detail key purchasing agencies, potential competitors, potential teaming partners, and more (the Canadian Embassy offers this service free-of-charge, while the U.S. government's Federal Procurement Data Centre offers the same service at a cost of several hundred dollars for each generated report);
- helping firms locate key purchasing agencies and points of contact within the U.S. federal government;
- working with firms to host capability presentations, small meetings, and related marketing promotion at the Embassy;
- explaining how various laws and regulations such as the Federal Acquisition Regulation (FAR), NAFTA, and the Defence Development and Defence Production Sharing Agreements (DDSA/DPISA) affect Canadian firms; and
- helping Canadian companies solve any problems they encounter in their efforts to win contracts in the federal procurement market.