

**A**n alliance of Canadian companies has the collective capability to protect a soldier from head to foot in the event of global warfare. Getting the word out to key Canadian

agencies including the United States Marine Corps (Virginia).

The exchange, the first of its kind held in Canada, was hosted by Acton International, Inc. (now a subsidiary of

# CCC co-sponsored conference shows the Canadian solution

and U.S. government agencies involved in the use, development and procurement of nuclear, biological, chemical (NBC) equipment and products was the purpose behind a two-day conference organized by Acton International Inc., on behalf of the Canadian NBC Alliance (CNBCA), and co-sponsored by the Canadian Commercial Corporation (CCC).

Held June 7 to 8, 2000, under the theme "Chemical, Biological Warfare: the Canadian Solution," the Canadian and U.S. government/industry exchange brought together 25 industry members and 35 government representatives to share information and ideas related to NBC defence options.

The conference gave Canadian NBC companies the opportunity to showcase their products and equipment to U.S. Department of Defense (DoD) representatives from various

AirBoss of America Corporation), one of the three founders of the CNBCCA, at Acton's facilities in the Eastern Townships.

"We got quite a few people together — leaders and decision makers in Canada and the U.S. — who don't normally have a chance to get together," explains Earl Laurie, Director of Market Development for Acton's Military Division (now AirBoss-Defense). "People are recognizing Canada's technology — we probably have the best NBC kit in the world."

Acton itself manufactures rubber products used by the military, including its latest offering — a butyl glove developed in conjunction with Canadian Defence Research Establishment Suffield (DRES). Acton distributed a glove and insert for everyone at the conference to try. "The Marines were definitely interested in Acton's glove," says a pleased Laurie. "There are requirements now in the U.S. for such a

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Canadian Commercial Corporation

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glove. Ours is one that they are possibly considering."

"We received nothing but positive feedback about the day," says Laurie. "We would definitely like to do it again and perhaps make it an annual or biannual event."

The CNBCCA got its start as a series of joint marketing ventures by Acton International, O'Dell Engineering and Irvin Aerospace. The Alliance currently

*Continued on page 11 - The Canadian*

### DOING BUSINESS WITH THE U.S. FEDERAL GOVERNMENT?

Find out more from the Canadian Embassy in Washington, D.C. ([www.canadianembassy.org](http://www.canadianembassy.org)) under "Business Opportunities: U.S. Government Procurement."

Log onto opportunities via the General Services Administration ([www.gsa.gov](http://www.gsa.gov)), which facilitates purchases by the U.S. government — the world's largest consumer — and the Electronic Posting System site ([www.eps.gov](http://www.eps.gov)).

When you're ready to pursue these opportunities, the Canadian Commercial Corporation ([www.ccc.ca](http://www.ccc.ca)) can assist you with the interpretation of the U.S. procurement system or ensure that as a Canadian company, you are eligible to participate.

## Acton boots see action in U.S. military

In July 2000, Acton International, Inc. had its groundbreaking \$2-million basic order agreement with the Defense Supply Center in Philadelphia extended for another two years, garnering the company an additional \$1.5-\$2.8 million for its extreme cold weather ECW footwear with nuclear biological chemical (NBC) resistance.

The company's Military Division won the initial contract in 1998, backed

by the Canadian Commercial Corporation (CCC), which lobbied to get the Supply Center to change the wording of the technical requirements of its bid documents, which had effectively blocked Acton from competing. The sale has opened the door for Acton to compete for future contracts that require NBC boots and other products for the U.S. Armed Forces. ★

(For the unabridged version, see [www.infoexport@dfait-maect.gc.ca](mailto:www.infoexport@dfait-maect.gc.ca))