

Export Successes — from page III

without any direct funding or support other than R&D tax credits and a small amount of PEMD funding for marketing.

Nevertheless, it did deal through CCC, and was pleasantly surprised by the experience.

Two-and-a-half years later, the company has won another deal with CCC's help — this time in Holland. The Corporation's solid reputation with the Dutch Ministry of Defence, reflected equally well on *Excalibur* and both parties were well-served by the arrangement.

Excalibur is pleased with its track record — two-for-two — both with CCC. It is currently exporting 90 per cent of its product, and has made CCC an integral part of its marketing strategy.

Hi-Tech Company Becomes Better-Known

Canada's high technology industry is internationally recognized for its innovative products, and *UltraOptec* is just such a company. This Boucherville, Quebec company specializes in laser ultrasonic inspection systems, one of which was sold to the Dassault Aviation and industry giant *Aerospatiale* of France. However, the most innovative firm can suffer from a lack of exposure to potential customers. Hence, it lacks credibility. That is where CCC steps in.

Established in 1989 by a handful of technical experts, *UltraOptec* has developed and patented technology which allows complete physical inspection of an aircraft, without any physical contact which could damage sensitive com-

ponents. The recently delivered *Aerospatiale/Dassault Aviation* system is the company's first export sale, one in which CCC played an important role in establishing credibility with the buyer.

UltraOptec's experience demonstrates that although a company

may be at the forefront of technological innovation, if it is not well known, it can take significantly more time to penetrate a market. CCC's endorsement gives exporters the added credibility they need to establish themselves in the international marketplace.

What About Other Export Programs?

CCC is an integral member of the Canadian export trade team and is striving for better coordination of its efforts in support of Canadian exporters with those of fellow agencies in the trade sphere.

The Trade Commissioner Service of DFAIT is a key point of referral for CCC; suppliers who have encountered stumbling blocks in completing a deal overseas are referred to CCC to determine if our services can bring supplier and customer together. In some cases, combining the financing and insurance services offered by the Export Development Corporation with CCC's contractual support and performance guarantee provides an enhanced package to Canadian exporters.

CCC also works closely on behalf of individual companies with such agencies as Industry Canada, ACOA, WED, and FORDQ which provide industrial support programs to Canadian exporters, as well as with provincial trade agencies and ministries.

What Kind of Business Uses CCC?

Any Canadian firm that has a prospective foreign government buyer of its goods or services can utilize CCC.

Selling to foreign government buyers does not necessarily mean large deals with large companies. Of the almost 1,500 new contracts and positive contract amendments signed by CCC in 1993-94, 71 per cent were valued under \$100,000. In the same year, **68 per cent of our suppliers were small and medium-sized enterprises (SMEs)** — that is, companies with annual sales of less than \$10 million or fewer than 200 employees. And, as mentioned earlier, 37 per cent of our SME clients were new.

CCC is in a unique position to make a contribution toward the goal of increasing the number of SMEs engaged in exporting. The Corporation acts internationally on a commercial basis and offers the Crown's guarantee of performance. In addition to offering SMEs access to accelerated payment terms (i.e., in 15 days), it can also avert requirements for bid or performance bonds or other financial securities. These benefits have enabled many SMEs facing financing and cash flow difficulties to take advantage of foreign business opportunities from which they would otherwise have had to walk away.



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How Do I Get CCC's Help?

Whether you have actually identified a prospect, or have become aware of an opportunity with a public sector customer and would like CCC to consider supporting your effort, we'd be pleased to hear from you. Give Glen Nichols or Vivian Asfar a call at (613) 996-0034, or send a fax to (613) 995-2121. Our mailing address is: 50 O'Connor Street, 11th Floor, Ottawa, Ontario K1A 0S6.