

# The U.S. Connection

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Canadian cuisine complements promotional event

## "Northern Delights" on the menu in Boston

**M**outh-watering Alberta Sterling Beef Tripe... Conquest Hill Organic Squab... Clearwater Sea Scallops... and Quebec Foie Gras were among the Canadian specialties featured during "Northern Delights", a successful (and savoury!) three-day promotional event held in Boston last February. The Canadian Consulate General in Boston, together with co-sponsors Agriculture and Agri-Food Canada, the Canadian Tourism Commission, Nova Scotia Business Inc., and Renaissance Wines, created the perfect recipe for promoting investment and tourism in Canada — using the finest Canadian food and wine.

### Cooking up a tasteful story

Acclaimed chef Anthony Walsh of Canoe restaurant in Toronto got things off to a sizzling start on February 26 with a cooking demonstration, co-sponsored by the Canadian Tourism Commission ([www.canadatourism.com](http://www.canadatourism.com)), for food, wine and travel journalists at Boston's Fairmont Copley Plaza Hotel. The five-course demonstration featured fresh Canadian food products, fine Canadian wines — and a generous sprinkling of information about using key Canadian ingredients.

### Chefs across the border

Later, a culinary evening co-hosted by Agriculture and Agri-Food Canada, the Canadian Tourism Commission, and Nova Scotia Business Inc. ([www.novascotiabusiness.com](http://www.novascotiabusiness.com)) was held at the Seaport Hotel for the 300-member Epicurean Club of Boston, the oldest professional association of chefs in the U.S.

Booths set up for the opening reception presented fifteen companies from New Brunswick, Newfoundland and Labrador, Nova Scotia, and Quebec with opportunities to tempt renowned chefs — and their regional distributors — with food samples and product information.

### Export USA Calendar

#### For information about

- Trade missions to the U.S.
  - Seminars on the U.S. Market
- Visit the Export USA Calendar at: [www.can-am.gc.ca/NEBS/runtime/search-e.asp](http://www.can-am.gc.ca/NEBS/runtime/search-e.asp)

After an hour of networking (and appetite building), guests were presented with a gourmet, all-Canadian meal prepared by chef Stefan Czapalay of Dartmouth, Nova-Scotia-based **Chefs by Design**.



From left to right: Chef Stefan Czapalay, Consul General Ronald Irwin, Chef Michael Schlow of Radius Boston, Chef Susur Lee of Susur's, Toronto.

"This event was one of the most profitable for us in many years," said André Martineau from **Les Bergeries aux 4 Vents Ltd.** Sainte-Marie-de-Kent in New Brunswick. "Not only were we able to wrap up a number of deals, but we also have several new leads."

### "Wine Country Canada"

The Canadian Consulate General, assisted by co-sponsor Renaissance Wines, hosted a professional wine tasting event the following day for local buyers, distributors, and retailers. Wine Country Canada featured seven Canadian wineries representing British Columbia (**Tin Horn Creek Vineyards**), Nova Scotia (**Domaine de Grand Pre**), and Ontario (**Chateau des Charmes, Malivoire Wine Company, Pillitteri**

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## CCC helping small exporters think big

**Y**ou're a small- to medium-sized exporter. You have something to sell. You have a customer that wants to buy. Without proper financing, you can't make the sale.

### CCC ASAP

Every day, many exporters are faced with a problem that can make or break a potential sale: obtaining financing. Without sufficient working capital, their project can't get off the ground. And, even if it does, they may have to wait for payment until their product or service is delivered to the buyer — sometimes months or years after signing the contract. That can create serious cash flow problems.

Enter the Canadian Commercial Corporation (CCC). As Canada's export contracting agency, CCC has been helping Canadian exporters win sales in government and private-sector markets around the world.

### PPP: Letters that mean numbers

"If a company cannot secure the funds it needs to complete a sale through existing arrangements with its bank, it has a serious problem," says Mark

Surch, CCC's PPP Team Leader. "So we created the **Progress Payment Program (PPP)** to help companies secure pre-shipment export financing and bridge their cash flow gaps."

PPP assists small- to medium-sized Canadian exporters by providing access to working capital from one of its 19 partner financial institutions. That way, exporters can make business decisions to maintain their competitive edge, knowing that they will have the financial resources to manage export sales.

How does PPP work? When CCC gets involved in an exporter's deal through PPP, a bank will normally be prepared to provide funds beyond the exporter's regular line of credit. That's because CCC provides the bank with the assurance that the work they're financing is being monitored and contractual risks are being minimized

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**Estates Winery, Southbrook Farm and Winery, and Vineland Estate Winery).**

### Entrée, encore

The finale of Northern Delights was a high-profile branding event promoting trade and investment in Canada that took place in Boston's acclaimed Radius restaurant. Consul General Ronald Irwin welcomed 125 senior business contacts and key decision-makers to an evening of fine Canadian food and wine, and drew their attention to a recent KPMG Consulting report featuring Canada as an investment destination.

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by the Government of Canada. A project line of credit (PLOC) up to \$2 million is set up to cover the production costs for an exporter's sale. This PLOC is repaid with funds received from the buyer once the goods have been shipped from Canada.

Mark Surch doesn't hide his excitement over the program. "It's a winning combination — CCC's export expertise and indemnification of the PLOC, combined with the lender's capital, security position, account management skills and the exporter's ability to complete the sale."

### How to qualify

To qualify for pre-shipment export financing through the PPP, exporters must meet all or most of the following requirements:

- They are negotiating or already have a firm order/contract with a foreign buyer.
- CCC will be able to establish a contractual relationship with their buyer.
- The exporter's annual sales are less than \$50 million.
- The exporter has manufactured or sold this product or service before.
- They will be paid by an acceptable letter of credit OR are prepared to insure their receivable.
- The exporter can finance at least 10% of the cost of the order.
- Their company is in good standing with the financial institution.

### PPP: Spelling out success

Since PPP's introduction, exporter participation has reached new heights, setting records for both the number of contracts and suppliers.

"CCC is pleased to help many small- and medium-sized businesses undertake specific export contracts," says Surch. "And they're pleased to receive our help — the PPP has become one of CCC's fastest growing and most-appreciated services."

**For more information**, visit us at [www.ccc.ca](http://www.ccc.ca) or call 1-800-748-8191. ✪

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