



The U.S. Connection

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Opportunities to dress up the U.S. Midwest Visit to women's apparel market

CHICAGO — March 23-26, 2002 — Is your Canadian women's wear company looking to enter the U.S. market soon? Do you need more information to decide on your market entry strategy? Would you like to hear from industry experts and find a local representative?

If so, the Canadian Consulate General in Chicago (www.can-am.gc.ca/

chicago) invites you to attend its Women's Apparel Rep Locator trade mission next month during **StyleMax** (www.mmart.com/stylemax), the women's apparel industry show. For four years the Consulate General has hosted the mission, and last year the success rate was 100%.

The mission targets Canadian wo-

men's apparel manufacturers seeking a local rep for the U.S. Midwest. It features an educational session with industry experts, access to a booth for each participating company at **StyleMax**, and a rep locator reception for networking with local reps.

Deadline for applications: **February 20** (first-come, first-served).

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gc.ca Canadian Consulate General, Chicago. ✪

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "The U.S. Connection".)

STYLEMAX

Canada-U.S. Smart Border Declaration

Further to the special feature on the Canada-U.S. border (December 17th edition of *CanadExport*), here is the latest development on the border issue.

On December 12, 2001, John Manley, Deputy Prime Minister and Minister of Infrastructure and Crown Corporations and former Minister of Foreign Affairs and Chairman of the Ad Hoc Cabinet Committee on Public Security and Anti-Terrorism, and Governor Tom Ridge, Director of the Office of Homeland Security in the U.S., signed a ground-breaking declaration for the creation of a "Smart Border for the

21st Century" between the United States and Canada.

The Smart Border Declaration outlines a 30-point Action Plan to collaborate in identifying and addressing security risks while efficiently and effectively expediting the legitimate flow of people and goods back and forth across the Canada-U.S. border. The plan is based on four pillars: the secure flow of people, the secure flow of goods, the creation of a secure infrastructure, and increased coordination and information-sharing between Canada and the U.S.

"We have agreed to an aggressive

action plan that will allow the safest, most efficient passage of people and goods between our two countries, as part of our ongoing commitment to the creation of a Smart Border," said Deputy Prime Minister Manley. "This action plan will enhance the technology, coordination and information sharing that are essential to safeguard our mutual security and strengthen cross-border commerce for the world's largest bi-national trading relationship."

The Declaration, Action Plan and a backgrounder are on DFAIT's Web site at www.dfait-maeci.gc.ca/anti-terrorism/can-us-border-e.asp

For more information, contact Chris Gregory, DFAIT, tel.: (613) 944-6466. ✪

Check the **Business Section of the Canada-U.S. Relations Web site** at www.can-am.gc.ca ... for valuable information on doing business in and with the United States.

With an annual budget of approximately US\$12.5 billion, the United States Federal Aviation Administration (FAA) offers Canadian aerospace suppliers a wide range of procurement opportunities.

What the FAA does

Under the Department of Transportation, the FAA, and its 49,000 employees, is responsible for regulating aviation safety and security; providing efficient

Product Lead Officers, if the program is in the planning or definition phase, and its Contracting Officers, if the program is in the procurement phase. Unsolicited proposals for unique products and services are not discouraged, however, less than 1% are funded.

Examples of what the FAA purchases Products and services

- air traffic control systems and services
- radars and weather systems

The U.S. Federal Aviation Administration (FAA)

FAA opportunities

Taken from a presentation by Brian S. Isham, Office of Acquisition, Director of Contracts, Federal Aviation Administration, at a special Canadian Commercial Corporation seminar on Doing Business with the U.S. Government in Montreal last November.

airspace utilization; promoting air commerce and civil aviation; and supporting U.S. national defence requirements.

The FAA's procurement and acquisition activities are conducted out of its Washington, D.C. headquarters, seven regional offices, its Aeronautical Center in Oklahoma City, Oklahoma and its Technical Center in Atlantic City, New Jersey.

Eighty percent of the FAA's total contract dollars are awarded through headquarters, however, 75% of total contract actions (exceeding US\$25,000) are awarded through its regional offices and centres. Of this, 70% of contract actions and 84% of contract dollars are awarded competitively, with 40% being fixed-price contracts and 60% cost-reimbursable contracts.

The FAA's acquisition business

In 1981, a major initiative was launched to modernize the U.S. National Airspace System. Over 100 modernization programs, involving more than US\$2.5 billion per year, are managed from Washington, D.C. (most include significant subcontracting opportunities).

The FAA encourages Canadian suppliers to market their products and services with its procurement officers, particularly its Integrated

- navigation and landing aids
- communications/information technology equipment and services
- surveillance systems

The FAA procurement process

In November 1995, the FAA was directed to develop and implement an Acquisition Management System (AMS) that addresses the unique needs of the agency and provides for more timely and cost-effective acquisitions for equipment and materials. The goals of this acquisition reform program are to reduce the time and cost of acquiring new products and services, field new technology faster and reduce the cost of procurement to both the FAA and industry.

The AMS provides a simplified, more flexible process which emphasizes a partnership between customers, users and providers. Its major features include a preference for off-the-shelf systems, communication with vendors/suppliers throughout the procurement process, a focus on price rather than cost analysis with fewer cost data requirements, and an emphasis on competition.

The AMS utilizes two primary procurement methods: complex and non-commercial, which tends to be geared to complex, large-dollar-value,

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The Canadian Commercial Corporation (CCC) is an export sales agency of the Government of Canada providing special access to the U.S. defence and aerospace markets and specializing in sales to foreign governments.

Canadian exporters can gain greater access to government and other markets, as well as a competitive advantage, through CCC's contracting expertise and unique government-backed guarantee of contract performance.

CCC can facilitate export sales that often result in the waiving of performance bonds, advanced payment arrangements and generally better project terms.

When requested, CCC acts as prime contractor for government-to-government transactions and provides access to pre-shipment export financing from commercial sources.

For more information, contact CCC, tel.: (613) 996-0034, toll-free in Canada: (800) 748-8191, fax: (613) 947-3903, Web site: www.ccc.ca

developmental, non-commercial items and services; and commercial/simplified, which is geared to commercial items that are less complex, smaller in dollar value, and shorter term.

The FAA's procurement policy is to purchase products and services from sources that offer the best value, and when competition is not feasible, purchases under US\$10,000 may be made on a single-source basis.

To begin procurements, the FAA issues three types of Screening Information Requests (SIRs): Qualification Information; Screening Information; and Requests for Offer. The purpose of an SIR is to obtain certain information which will ultimately allow the FAA to identify the offeror that provides the best value, make a selection decision, and award the contract.

Where to go for info

For more information, about the FAA acquisition process and upcoming procurements: www.faa.gov (FAA home page). ✪

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "Export Sales and Contracting".)