

Access US\$25 billion with CCC U.S. government procurement market

In October 2002, at the Canadian Manufacturers & Exporter's (CME) annual conference in Vancouver, **Canadian Commercial Corporation (CCC)** announced a new initiative to help Canadian exporters gain access to opportunities through the United States General Services Administration's (GSA) Schedules Program. This year, more than US\$25 billion worth of goods and services will be procured through the GSA Schedules Program from private-sector suppliers.

GSA is the central procurement arm of the U.S. federal government and is responsible for facilitating billions of dollars in purchases every year on behalf of U.S. government departments and agencies.

"At CCC we specialize in sales to governments outside of Canada and we are one of the largest suppliers to NASA and the United States Department of Defense," said Doug Patriquin, President of CCC. "Over the past year, we have been exploring ideas on how to extend our supply relationship to the civilian side of the U.S. government through the GSA Schedules Program."

CCC's GSA initiative

CCC is developing a two-phased program to help Canadian exporters gain access to opportunities through the GSA Schedules Program. The first phase is intended for Canadian exporters applying to the GSA using CCC's expertise and strategic alliances to tailor submissions that meet GSA requirements.

The second phase is intended to be a subscription-based service for Canadian firms that are awarded GSA Schedule status who want to take advantage of services that include access to business and market intelligence, access to key events and conferences and increased networking opportunities within the broader U.S. marketplace.

Strategic alliances

As part of the announcement, CCC signed a strategic alliance agreement with CME to promote the program to its membership.

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power of
Canada
behind
your export sales



The **Canadian Commercial Corporation (CCC)** is Canada's export contracting agency. CCC specializes in sales to foreign governments and provides special access to the U.S. defence and aerospace markets. Canadian exporters can gain greater access to government and other markets through CCC's contracting expertise and unique government-backed guarantee of contract performance.

CCC provides export contracting services that often result in the waiving of performance bonds, advanced payment arrangements and generally better project terms. CCC can provide access to commercial sources of pre-shipment export financing. When requested, CCC acts as prime contractor for appropriate government-to-government arrangements.

For more information, contact CCC, tel.: **(613) 996-0034**, toll-free in Canada: **(1-800) 748-8191**, fax: **(613) 995-2121**, Web site: **www.ccc.ca**

"Last fall our members attended GSA-CCC procurement seminars across Canada, and the feedback was overwhelmingly positive towards CCC developing a program that would help our members win GSA Schedule awards," said Perrin Beatty, President and CEO of CME. "We are pleased to be working with CCC to provide this new roadmap for Canadian manufacturers and exporters to become successful in selling to U.S. federal government buyers."


CCC and CME are organizing **GSA seminars in January 2003** to be held in **Toronto** and **Montreal**.

To find out more about the seminars or how CCC can help you put the power of Canada behind your export sales, visit **www.ccc.ca** or call **1-800-748-8191**.

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