

After making sales in Canada and several Middle East countries, FSI International Services Ltd. set its sights on the lucrative but

prospect of asking the client for much more money up front. And under Russian law, you are required to deliver the equipment to Russian

insured bank guarantee, but there was still a shortfall that had to be addressed. We worked out a deal with FSI and our banking partner, the Toronto-Dominion (TD) Bank in Calgary. FSI received the project line of credit, produced the equipment and shipped the goods to Russia. The line of credit was repaid by the Russian buyers through a letter of credit."

Bruce Stephen, Client Relationship Manager at TD's Calgary commercial branch, says the deal illustrates what the bank is aiming for in its work with small and medium-sized businesses.

Selling in Siberia

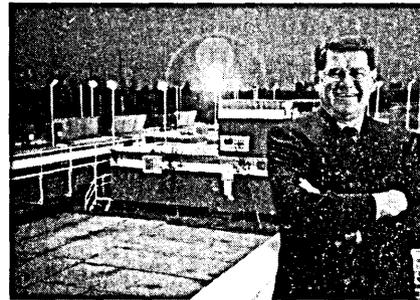
Calgary Company Uses Canadian Commercial Corporation's Payment Plan to Clinch \$3.1-million Sale

challenging Russian market. The Calgary-based company signed a \$3.1-million contract for a turnkey brine plant with JSC Chernogor-neft, a large oil producer in West Siberia, in November 1997.

President Richard Ball soon discovered that the Russian language and the Siberian climate weren't the only hurdles his company faced. "Payment conditions have changed in export markets," says Ball. "Most clients want to hold on to their money as long as they possibly can. For this sale, we were faced with the

soil within 180 days of receipt of any contract payments."

The Progress Payment Plan (PPP) proved to be ideally suited to the FSI/Chernogor-neft deal, as Canadian Commercial Corporation's Mark Surch explains. "The buyer had provided an advance payment secured by an Export Development Corporation-



Richard Ball, President, FSI International Services Ltd., Calgary, Alberta.

"We're looking for innovative solutions for our customers," says Stephen. "We strive to use programs like PPP that can help fuel growth for small companies, especially on export projects that may have not been possible otherwise." *

Looking to Do Business with the U.S. Federal Government?

Opportunities are just a key stroke away at the Internet site (www.gsa.gov) of the General Services Administration (GSA), which facilitates purchases by the U.S. government — "the world's largest consumer" — and the Electronic Posting System site (www.eps.gov). More GSA opportunities are listed on the site of the Canadian Embassy in Washington, D.C. (www.canadianembassy.org), and periodically in *CanadExport*.

New Internet Wholesale Sales Vehicle

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site and, after receiving information on the artists, they place their orders directly with the artists. It's ideal for artists who do not yet have Internet sites of their own, as they can refer interested buyers to their page on wholesalecrafts.com. "Many of our artists are using it for this purpose," explains Vince.

Until now, wholesalecrafts.com has specialized in contemporary crafts. A visit to the site these days, however, will show that they are moving into traditional and country looks, as well.

Wholesalecrafts.com has made it very easy for stores to join, and they are reaching out to attract the best

and brightest retailers in the United States. What's especially nice is that participating artists are encouraging their existing galleries and other retail accounts to sign up in order to browse the site.

This Web site is definitely worth a visit at www.wholesalecrafts.com. From the Home Page, just select the "I Am An Artist" option and tour the site. If you would like additional information, contact Nancy Vince, tel.: 1-888-427-2381, fax: (614) 436-0242, e-mail: nancy@wholesalecrafts.com *