

Export Successes: Persistence Pays Off

Hard Suits Incorporated of North Vancouver has succeeded in selling its "Newtsuit" to the U.S. Navy after five years of persistent marketing. *Hard Suits* develops and manufactures leading edge self-contained atmospheric diving systems for deep diving applications. It allows divers to work at depths of 360 metres without the need for decompression on surfacing.

Hard Suits has already succeeded in selling its equipment in Canada, Europe and Japan, but has also targeted the U.S. as another lucrative market. After learning about CCC, *Hard Suits* saw the potential for using CCC to market to the U.S. Navy. Under agreements signed with the U.S. Department of Defense, contracts over \$25,000 U.S. normally require that the Canadian supplier go through CCC. The company recognized that there was a stronger chance of winning contracts with the U.S. if the U.S. was assured that their contracts would be performed. After successful trial demonstrations both in the U.S. and at *Hard Suits*'s facilities, interest in purchasing began in earnest.

At CCC's recommendation, *Hard Suits* submitted an unsolicited proposal to the U.S. Navy. Even after submitting their proposal, it took persistent calls and CCC's representation and knowledge of the market before *Hard Suits* finally signed a \$1 million contract with the U.S. Navy. The contract represents a significant potential for future business.

A Supplier's Export Base is Strengthened

Companies across Canada are chalking up successes in foreign export markets. This is certainly the case for *Tri-Star Industries*

Ltd., a Yarmouth, Nova Scotia company that's been exporting its custom-built ambulances and other specialty vehicles throughout the world for the last sixteen years.

Even before *Tri-Star* got to know about CCC in 1990, their exports, to some 20 countries, accounted for 80 per cent of their annual sales of more than \$12 million. It was during negotiations with the government of Turkey for a substantial order of fully-equipped ambulances that *Tri-Star* began to investigate CCC's services more closely. But it wasn't until an opportunity to bid on ambulances for the two divisions of Britain's National Health Service arose that *Tri-Star* and CCC began to work together.

Tri-Star needed help with terms and conditions, and payment schemes that were suitable to both parties. CCC's experience and attention to detail helped create a contract structure that *Tri-Star* could use for future deals with any of the other NHS

divisions across the United Kingdom. To date, *Tri-Star* has landed in excess of \$3 million worth of orders for ambulances and there are more waiting in the wings.

The New Exporter on the Block

Excalibur Systems Limited of Kanata, Ontario, is no longer a stranger to exporting. What makes this company particularly interesting is that it has been export-oriented from its beginnings in 1988. But as Gordon Frosst, its Vice-President/Operations admitted, they were relatively new to the real complexities of exporting, and needed credibility.

The company first identified an opportunity in 1992 for a sale to Norway but, as a small and unknown firm, it needed more credibility. When CCC was first mentioned, *Excalibur* was somewhat reluctant to deal with a government agency.

The company had been built

Continued on page IV — Export

CCC's Cumulative Sales (\$000 000)

