



# The U.S. Connection

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## B.C. wine in the U.S.

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### To everything, a season

"After graduation, I combed the world searching for the ideal location to grow grapes," recalls Combret. "Finally, I found the perfect spot in B.C.'s Okanagan Valley, minutes from the U.S. border — and a huge potential market."

It took a year for Combret to design and build Domaine Combret Estate Winery ([www.combretwine.com](http://www.combretwine.com)) and in 1994, the 6-employee winery took top honours for its 1993 Riesling at a competition in Bordeaux, France. And each year thereafter, the Estate has won awards at France's prestigious "Chardonnay of the World".

"It's sort of the 'World Cup' of wine," jokes Combret. "I like to think our success there has contributed to Canada's international reputation as a producer of fine wine."

### A "Taste of Canada"

While his Estate was producing ultra-premium wine, Combret was patiently exploring the market south of the border with the help of Doug McCracken,

a Business Development Officer at the Canadian Consulate General in Seattle.

"I thought the wine lovers at the Enological Society of the Pacific Northwest could help us out," explains McCracken. "I was sure it wouldn't take too much tasting to convert them into evangelists for B.C. wine!" So, on behalf of Agriculture and Agri-Food Canada and the Canadian Consulate General in Seattle, he sent out invitations to B.C. wineries to join a "Taste of Canada," part of the Society's January 9 program highlighting Canadian wines.

Everything worked out just as McCracken had planned. Wine from Domaine Combret Estate Winery, Gehringer Brothers Estate Winery, Gray Monk Estate Winery, Hester Creek Estate Winery, Mission Hill Family Estate, Saturna Island Winery, Summerhill Estate Winery, and Tinhorn Creek Vineyards was the toast of the evening for the sell-out crowd of over 250 wine lovers.

"We'll definitely host something like Taste of Canada again," says McCracken, *Continued on page 9 — B.C. wine*

## International wine agreement

On December 18, 2001, Canadian wine producers moved one step closer to having their wine on even more tables in Australia, Chile, New Zealand and the United States, following the signing in Toronto of the **Mutual Acceptance Agreement of Oenological Practices** by Canada's Minister of Agriculture and Agri-Food, Lyle Vanclief.

The agreement signed between these countries, collectively known as the New World Wine Producers (NWWP), will facilitate the international trade in wine through the mutual acceptance of each country's wine-making regulations.

"Canadian wine producers have worked very hard over the past decade to build an international reputation, which has put Canada on the map as a quality wine-producing nation," said Vanclief.

Both Minister Vanclief and International Trade Minister Pierre Pettigrew expressed hope that the agreement will soon be adopted by all wine-producing and importing countries.

For more information, contact Julie McGihon, Agriculture and Agri-Food Canada, tel.: (613) 759-1763, e-mail: [mcgihonj@em.agr.ca](mailto:mcgihonj@em.agr.ca) \*

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

## EXPLORE MARKET OPPORTUNITIES IN NEW YORK CITY

Team Canada Atlantic's next trade mission will be going to New York City — the largest urban centre in the U.S. — in three months.

To register for the May mission, or for additional information, contact the appropriate representative for your province, or the Team Canada Atlantic Secretariat at [teamcanadaatlantic@acoa-apeca.gc.ca](mailto:teamcanadaatlantic@acoa-apeca.gc.ca), or call (902) 566-7488. \*

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

## Canadian Commercial Corporation Put the power of Canada behind your exports

Quality, performance and cutting-edge innovation all drive demand for Canadian products and services worldwide. Global buyers know that Canadian-made solutions offer outstanding value. The challenges and uncertainties involved in managing international purchases can seem prohibitive, however. Searching out qualified Canadian suppliers, cutting through regulations, managing contracts and getting top performance can be overwhelming. But experienced international buyers get the answers and support they need to manage Canadian purchases through the Canadian Commercial Corporation (CCC) — Canada's export contracting specialists.

### Canada's export contracting specialists

CCC brings sophisticated contract management skills and global expertise to the table. Potential buyers who team up with CCC gain an experienced partner capable of structuring effective contracts and handling all aspects of contract management. When the deal is finalized CCC can offer your buyer a unique government-backed guarantee to assure contract performance.

CCC's specialized knowledge is particularly valuable in helping your buyer put together complex deals in sectors where Canadian companies are at their innovative best. Our export professionals have experience building deals to deliver state-of-the-art aerospace and defence products, advanced environmental technologies, major infrastructure design and construction projects, leading-edge information and communications products, and sophisticated energy and natural resources solutions.

### Teaming up with CCC

When your potential customer works with CCC to buy products and services from Canada, we can facilitate their purchase in one of two ways:

- as a prime contractor, we sign contracts on behalf of Canadian suppliers, guaranteeing the contract's full and satisfactory completion.
- as a procurement agent, we work with foreign buyers to help them access quality Canadian goods and services from suppliers and manage their purchases in Canada;

### A world of experience

CCC is Canada's defence and aerospace contracting specialist. Currently, CCC is the 19th-largest supplier to the United States Department of Defense (DoD). Canadian sales to the DoD are governed by the Canada/U.S. Defence Production Sharing Arrangement (DPSA) — an agreement CCC has been responsible for maintaining since 1956. The Corporation also manages major Canadian procurement agreements with the U.S. National Aeronautics and Space Administration (NASA). Canadian companies selling goods or services valued over US\$100,000 to the U.S. DoD must sell through CCC.

CCC specializes in sales to foreign governments. To date we've participated in purchases with many of the world's leading international organizations, including the United Nations. We've developed successful contracts for projects funded by international financial institutions such as the World Bank, backed by our highly skilled team of contracting specialists.

### CCC acts as an international prime contractor

CCC offers specialized sales and contracting strategies for your buyers

worldwide, particularly those engaged in procurement on behalf of all levels of government. When we assume the role of prime contractor, we offer your buyers invaluable contract support by:

- assessing managerial, financial and technical capabilities of suppliers;
- ensuring that the price to the buyer is competitive;
- structuring and negotiating contracts;
- guaranteeing contract performance;
- providing full contract monitoring and administration, including mediating, auditing and close-out.

As prime contractor, CCC takes charge of performance, monitoring each phase of the export transaction to ensure that the contract terms and conditions are met. This service vastly simplifies the process of administering contracts for suppliers and buyers alike.

### Better deal-building from start to finish

CCC's export professionals have the know-how and experience to build better deals. From contract lawyers and negotiators to financial specialists and contract managers, our specialists

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## SHAPING TRADE SOLUTIONS FOR OUR EXPORTERS



Canadian Commercial Corporation

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](http://www.ccc.ca)