

**G**ood communications are essential to good partnerships. But for CPI Canada Inc., Communications and Medical Products Division, the opposite is also true: good partnerships are invaluable to its position as a leading world supplier of klystrons for satellite communications. One of CPI Canada's most valuable and long-standing partners is the Canadian Commercial Corporation (CCC), which has been working with the company for over 45 years to export its expertise, most recently to the U.S. Army's Communications and Electronics Command (CECOM).

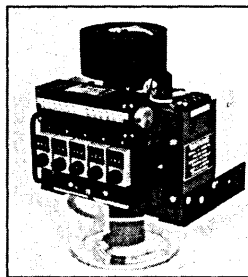
*Long-term partners in the U.S.*

# CPI and CCC

CPI Canada began life as Varian Canada Inc. in 1954, when U.S. company Varian Associates established a Canadian division in Georgetown, Ontario, to manufacture reflex klystrons used in the avionics gear of Canada's fighter aircraft. From that beginning, Varian Canada evolved into the world's leading design, development and manufacturing specialist of microwave and millimeter wave tubes and complex electronic equipment for communications and medical applications. Varian Canada became CPI Canada in 1995.

The 300-employee CPI Canada is expecting a business volume this year of US\$35 million. The company exports 98% of its products, largely to the United States, Europe and Asia. "Our equipment is found in every region

of the globe," says CPI Canada Vice-president of Business Development Klaus Beecker.



*CPI Canada Inc.'s klystron tube.*

**Competitive edge for klystrons**  
CECOM has been a U.S. military client for CPI Canada for approximately 15 years. As Varian, the company manufactured the klystron tubes originally built into equipment that the U.S. Army purchased for its tactical satellite communications network. "Since the initial purchase, we have replaced and repaired these klystrons as they reach the end of life," explains Beecker.

The company's repair contracts with CECOM — the latest valued at US\$1.5 million for one year's worth of klystron requirements — were won on a competitive basis, with CCC acting as prime contractor. All CECOM contracts have included annual purchase options for up to five years, each of which CECOM has chosen to exercise.

"For the customer to exercise all the options, and then to come back and contract with CPI Canada again means that CPI is obviously a good

## 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.

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Web site: www.ccc.ca

supplier to them, with a very high-quality product," says CCC Project Manager Victoria MacKenzie, who has enjoyed her three-year working relationship with the company.

### Long-standing partners

CPI is no newcomer to either the United States or CCC. "We have worked extensively with U.S. government labs and agencies in developing new products over the years," explains Beecker. "And all of our exports to U.S. government agencies have been contracted through CCC."

While the joint U.S./Canada Defense Production Sharing Arrangement mandates that all purchases over US\$100,000 from Canadian companies be made through CCC, CPI Canada also highly values the service. "CCC vouches for Canadian industry and saves us a whole lot of hassle in having to deal with U.S. accounting procedures," says Beecker. "We have no intention of changing this arrangement. It works well, and when something works well, you don't even think of making changes, except to make it even better."

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### DOING BUSINESS WITH THE U.S. FEDERAL GOVERNMENT?

Find out more from the Canadian Embassy in Washington, D.C. ([www.canadianembassy.org](http://www.canadianembassy.org)) under "Business Opportunities: U.S. Government Procurement."

Log onto opportunities via the General Services Administration ([www.gsa.gov](http://www.gsa.gov)), which facilitates purchases by the U.S. government — the world's largest consumer — and the Electronic Posting System site ([www.eps.gov](http://www.eps.gov)).

When you're ready to pursue these opportunities, the Canadian Commercial Corporation ([www.ccc.ca](http://www.ccc.ca)) can assist you with the interpretation of the U.S. procurement system or ensure that as a Canadian company, you are eligible to participate.