

# Put the Power of Canada Behind Your Export Sales



CCC helps Canadian exporters win sales in government and private-sector markets around the world, through its unique government-backed guarantee of contract performance.

CCC provides Canadian exporters with a range of export sales and contracting services which enhances their access to market opportunities and significantly increases their ability to land export sales on improved terms.

Using our governmental status to sign sales contracts on behalf of Canadian exporters, CCC puts the power of Canada behind an export sale guaranteeing its full and satisfactory completion.

## How CCC Works

When CCC participates in an export sale, it first assesses the risks posed by the buyer, the exporter, and the proposed terms of the deal itself. If all conditions are satisfactory, CCC is in a position to enter into a contract with both parties, the Canadian exporter and the international buyer. CCC then signs a "back-to-back contract" with the exporter, transferring the contractual obligations to the Canadian firm. In this way, CCC acts as prime contractor to the international buyer.

## Who We Serve

CCC works with Canadian exporters and their international buyers to facilitate export sales. Each year, CCC assists approximately 1,800 Canadian companies, of which 80 percent are SMEs with annual revenues under \$25 million.

We primarily serve Canadian exporters targeting government and institutional procurement markets, and provide our exporters with special access to one of the largest public-sector buyers in the world — the U.S. DoD — through a special agreement called the Defence Production Sharing Agreement (DPSA).

When we sign a sales contract on behalf of a Canadian exporter, the international buyer has a unique government-backed guarantee that the contract will be performed according to its terms. Even for a product or service they like, international buyers will often favour better-known, larger sources of supply because they perceive the supplier's credibility to be higher and therefore the risk to be lower. CCC's involvement satisfies many buyers' desire to have the participation of the supplier's own government as added assurance. CCC's involvement also provides some public-sector buyers with the option of a government-to-government arrangement that can reduce the time and cost of international tendering.