

exporters to penetrate this market. The address of this office is:

Canadian Defence Production Liaison Office
U.S. Army Tank Automotive Command
CDDPL-DT
Building 231, Room 120
Warren, MI 48090
Tel: (313) 574-5233

It should be noted that the Canadian Commercial Corporation (CCC) receives bid packages from the procuring military agencies and thus suppliers should establish contact with the CCC to obtain information on such opportunities. Suppliers can receive bid packages directly from the agencies if they have registered with them. The responses to direct solicitations however must normally be submitted through the CCC.

The Canadian Image

Canadian suppliers can take advantage of the fact that many U.S. firms do not regard Canadian products as "foreign", and consequently buy and invoice them through domestic purchasing departments. Proximity to the market, coupled with personal and corporate connections, can help Canadian firms attain competitive transportation costs and delivery times. Such factors can also tend to make U.S. buyers receptive to the idea of purchasing from Canada on the same basis as from domestic U.S. sources. Nonetheless, Canadian exporters should expend full marketing efforts to establish acceptance of their products on the basis of design and quality.

Before selling to the United States, Canadian companies should be prepared to:

- (1) Pursue business on a continuing basis;
- (2) Make the first impression a positive one, to a degree they might not consider important in Canada;
- (3) Quote, deliver and follow up aggressively in competition with U.S. suppliers.