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supplier's credibility and competitiveness in the market and reassures customers that when they contract through CCC to buy Canadian, they will receive quality goods and services, on time.

CCC provides a range of services at all stages of an export sale. These cover everything from providing access to restricted markets and assisting in the bidding and contract negotiations to contract administration and auditing. CCC also secures the collection and disbursement of payments to suppliers.

**How Does CCC Work With Customers?**

In some instances, CCC operates within formalized rules and structures established through signed agreements with a foreign customer. Such is the case with the United States Department of Defense and a number of other agencies in the defense and aerospace fields where agreements were established, beginning in 1956, calling on CCC to facilitate access to those markets for Canadian suppliers.

Similar arrangements have evolved with the United Nations and its agencies; it is estimated that over 70 per cent of UN purchases from Canadian suppliers are facilitated by the use of CCC.

In other instances CCC participates in response to a direct request from the buyer or seller. In most such cases, the Canadian supplier has been referred to CCC by a third party—the Trade Commissioner Service, other federal and provincial trade agencies, industry associations, or financial institutions.

Whether obliged to use CCC under the terms of an international agreement, or by their own option, Canadian exporters and foreign customers benefit from years of experience gained by the Corporation and its staff in helping to conclude and administer successful export deals.

**What Help Can CCC Provide To Me As An Exporter?**

CCC is a trade facilitator. It can help at virtually any stage of an export sale:

- identifies business opportunities, especially for U.S. Defense and UN procurements;
- helps Canadian firms register on appropriate segments of the U.S. Bidder's Mailing List;
- provides a framework for easing the complexity and paper burden which Canadian suppliers would otherwise face in selling to U.S. defense agencies;
- acquires and assists in interpreting tender documents;
- interprets foreign legislation;
- undertakes risk analysis of buyer, exporter and project;
- assists with bid preparation;
- assists in contract negotiations;
- its participation in a deal can eliminate or reduce bonding requirements;
- offers advantageous payment terms for SMEs;
- collects foreign accounts receivables and pays supplier;

• assists in resolving problems and conflicts that can arise during the execution of a contract.

These services are not offered anywhere in the private sector as a package. Small and medium-

sized businesses, in particular, could not afford acquiring them separately. Without CCC and its contracting mechanism, therefore, many of their export opportunities would be lost.

**CCC's Suppliers 1993-1994**

