

The U.S. Connection

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September 11, 2001: One year later Back to business

Prime Minister Jean Chrétien and President George W. Bush have committed to strengthening the security of North America while ensuring that terrorists could not hold our economies hostage. To this end, Deputy Prime Minister John Manley and Homeland Security Director Tom Ridge signed the Smart Border Declaration (as outlined in the last issue of *CanadExport*). Since the signing of the Declaration, officials on both sides of the border have been hard at work implementing the Action Plan. North America, as a result, is back on track.

The Government of Canada has currently dedicated \$7.7 billion to fight terrorism, reinforce public security and render Canadian airports and borders more secure. Businesses and travellers on both sides of the border can rest assured that the border is fully functional, cross-border trade is back to normal, and that the U.S. and Canada are working together to ensure that their borders are even more efficient and trade-friendly than they were a year ago.

Border security

The Free and Secure Trade Program (FAST) will provide a simpler clearance process for lower-risk shipments across the border — those imported by pre-authorized importers and carried by pre-authorized drivers and carriers. Approved participants will use a dedicated "fast-lane", which will significantly expedite the processing of shipments. FAST is the first step in an ongoing effort to align how Canada and the U.S. process commercial shipments by truck, plane, train, or ship.

NEXUS, a program designed to speed the flow of pre-screened, low-risk travellers, is projected to be in place at all major border crossings by 2003. In addition to NEXUS at the border, air travelers will benefit from the same "fast-lane" benefits. An Air-NEXUS pilot project will be launched at the Ottawa

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and Dorval airports in early 2003. This project will use biometric technology to confirm the identities of pre-screened, low-risk travelers and is the first step towards a complete binational Air-NEXUS system.

Immigration and terrorist financing

Canada's immigration and customs services are working to ensure greater accountability and security at our airports and borders. Over 100 new staff have been hired to increase security at ports of entry and new resources

have been allocated to immigration and enforcement activities such as the screening of refugee claimants. Canada's unique approach also places Immigration Control Officers overseas in an attempt to catch terrorists and criminals before they reach the country.

Canada has also joined countries in combatting the international crimes of money laundering and terrorist financing. Any accounts that are deemed to be financing terrorist operations have been frozen. Canada has ratified the United Nations regulations put forth at the International Convention for the Suppression of Financing of Terrorism in 1991 (Resolution 54/109) to aid in eliminating financing of terrorist operations. Also, the Department of Finance has established a financial intelligence unit, the Financial Transactions and Reports Analysis Centre of Canada (Fintrac), to aid in detecting and prosecuting such offences.

Canada and the U.S. have a long and proud history of working together in advancing our common interests, and have built the largest trading relationship between any two countries in the

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Export USA Calendar

For information about:

- Trade missions to the U.S.
 - Seminars on the U.S. Market
- Visit the Export USA Calendar at:
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Check the Business Section of the Canada-U.S. Relations Web site at www.can-am.gc.ca ... for valuable information on doing business in and with the United States.

An export primer: The three Cs

Credibility — Putting the CCC behind your export sales

The world of export trade is driven by the 'three Cs': credibility, confidence and contracts. To secure contracts, exporters must first establish their credibility with buyers, demonstrating that they have what it takes to see the job through. This article, the first in a series, explains how Canada's export contracting agency — the **Canadian Commercial Corporation (CCC)** — helps exporters acquire credibility and seize opportunities in markets around the world.

It is the kind of opportunity most companies would pounce on: the chance to establish themselves in the international marketplace by securing that all-important contract with a foreign government or private-sector buyer. The challenge — once you've captured the customer's attention — is to turn that

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world. In addressing the global threat of terrorism, both countries have quickly concluded that national and economic security are mutually reinforcing objectives and have recognized that the security of our border must be enhanced while facilitating the legitimate flow of people and goods upon which both of our economies depend.

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interest into action. And it hinges on the question of credibility: is your company truly up to the task? And if so, how do you show it?

For many foreign buyers, credibility is determined by a company's size, familiarity and reputation. For some 50 years, CCC has helped Canadian companies establish credibility with foreign buyers. In 2001-2002, CCC worked with nearly 2,000 Canadian exporters, achieving a business volume of \$1.2 billion.

More than a good word

CCC does more than simply put in a 'good word' on behalf of Canadian firms. As part of its due diligence process, CCC makes its own assessment to satisfy itself of exporters' technical, financial and managerial capabilities. CCC stands behind contracts, as prime contractor, with a government-backed guarantee that its terms and conditions will be met. This guarantee contributes to Canadian companies' credibility in the eyes of a foreign buyer.

This support can make a huge difference. Even if you have bigger, better-known competitors, a 'thumbs up' from CCC can reassure buyers that your company is in the same league, with the same ability to meet their criteria, however rigorous.

High stakes

The need for companies to prove their credibility is perfectly understandable considering the magnitude and mission-critical nature of many export trade transactions. This is particularly true in sectors such as aerospace and defence — where contracts are often

Put the power of Canada behind your export sales



The **Canadian Commercial Corporation (CCC)** is Canada's export contracting agency. CCC specializes in sales to foreign governments and provides special access to the U.S. defence and aerospace markets. Canadian exporters can gain greater access to government and other markets through CCC's contracting expertise and unique government-backed guarantee of contract performance.

CCC provides export contracting services that often result in the waiving of performance bonds, advanced payment arrangements and generally better project terms. CCC can provide access to commercial sources of pre-shipment export financing. When requested, CCC acts as prime contractor for appropriate government-to-government arrangements.

For more information, contact CCC, tel.: (613) 996-0034, toll-free in Canada: (1-800) 748-8191, fax: (613) 995-2121, Web site: www.ccc.ca

worth millions of dollars. CCC has extensive expertise in dealing with these types of sales — and again, that experience, by association, has positive consequences for exporters using CCC services.

Credibility in an exporter is also the key to securing buyer confidence, and that confidence can mean a great deal when it comes time to negotiate a contract. But we'll save some of that discussion for our next article, which looks at these issues from the buyer's perspective.

For more information about how you can put the power of Canada behind your export sales, contact CCC at 1-800-748-8191 or visit www.ccc.ca ✪