



The U.S. Connection

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Dedicated to technology and e-learning

New Brunswick master of OnLine

New Brunswick's IT companies have been participating in the **OnLine Learning Conference and Exposition** (www.lakewoodconferences.com) since 1999, and at the latest show, held in Los Angeles, October 1-3, 2001, the province's coordinated trade promotion was better than ever.

The National Research Council of Canada and thirteen e-learning companies from New Brunswick exhibited in the province's 1,200-square foot pavilion, and three more companies exhibited independently. The dynamic pavilion, strategically located near the main entrance, confirmed New Brunswick's global reputation as a powerhouse of "total solutions" in e-learning.

Led by senior officials of Business New Brunswick (a provincial government department), the L.A. mission was organized by the province, in cooperation with Industry Canada's International Trade Centre in Moncton, with the support of DFAIT through the Canadian Consulate General in Los Angeles.

E-learning leader

Education is one of the world's largest

industries, but rapid change and globalization in the industry have made it necessary to use more than traditional methods to keep workforces current. As a result, e-learning is now the fastest-growing sector in the industry, and a phenomenon itself.

New Brunswick's e-learning industry has grown in the last decade to include more than 40 innovative e-learning companies, 1,000 employees and estimated sales of \$40 million each year. As many as one half of these companies predict up to 50% growth in the coming year. Exports from 71% of them represent 95% of all revenues in the e-learning sector, and have earned New Brunswick the distinction of being the region delivering more courses on-line per capita than anywhere else in the world!

Positive feedback

With over 5,000 participants, the 2001 **OnLine Learning Conference and Expo** offered real opportunities for New Brunswick companies to promote their capabilities. Despite this year's lower attendance following the September 11 tragedy, participants believed the quality of the show was

even greater, noting that buyers were more knowledgeable about online products and services and more prepared to buy.

According to Françoise Roy, Marketing Director for **THEORIX** (www.theorix.com), a Moncton-based company that specializes in distance learning: "We generated 100 leads which, at this early stage, have led to four strategic partnerships and many serious sales leads."

For Fredericton-based **Content Alive** (www.contentalive.com), specialists in custom e-learning solutions, the L.A. mission led to 10 solid leads.

According to Susan Bates, a sales analyst with Content Alive: "Even though the attendance at OnLine Learning was drastically reduced, it was an excellent opportunity to connect with other New Brunswick companies and explore possible partnerships."

Partnering is not a new concept in New Brunswick. In fact, partnerships involving New Brunswick companies are internationally recognized as being the "Best-of-Breed" when it comes to designing and developing learning technologies and tools.

A good example is Fredericton-based **LearnStream** (www.learnstream.com), another L.A. mission participant, which specializes in custom courseware design for *Fortune 500* companies, system integrators, training publishers, governments, military and large international organizations.

Pat Sullivan, Vice-President of **Strategic Relationships** at LearnStream, noted, "The Online Learning event is a great networking opportunity and

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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.

In October 2001, the United States Department of Defense (U.S. DoD) named Lockheed Martin as the **Joint Strike Fighter (JSF)** prime contractor. JSF is a \$200 billion U.S.-led program to develop the next generation of technologically superior and affordable combat aircraft to meet the requirements of the U.S. Air Force, Navy and Marine Corps. As the largest acquisition program in U.S. DoD history, JSF sets new standards in the development of manufacturing technologies, acquisition and business practices, and export licensing.

As Canada's international contracting agency, the Canadian Commercial Corporation (CCC) is well positioned to support Canadian exporters, particularly small and medium-sized exporters (SMEs), on potential Joint Strike Fighter (JSF) subcontracts.

Canada's Department of National Defence (DND) and its counterpart, the U.S. DoD, signed a memorandum of understanding (MOU) on February 7, 2002, which formalizes Canada's participation in the JSF system development and demonstration phase and included mention of CCC as a service provider in this phase of JSF.

"This is an important agreement for both the Department of National Defence and Canadian industry. This project will enhance interoperability with U.S. and other allied forces, and will provide opportunities for Canadian industry to participate in this cutting-edge aerospace project," said

Alan Williams, DND's Assistant Deputy Minister for Materiel.

CCC value

As custodian of the Canada-United States Defense Production Sharing Arrangement (DPSA), CCC has extensive knowledge in the handling of

CCC can help you strike a deal with JSF

Tap into largest U.S. Defense acquisition program

U.S. DoD contracts. CCC officers will use this expertise to provide such services as assistance with bid preparation, sales negotiation and contract management to qualified exporters interested in participating in the JSF program.

CCC's participation in contractual transactions guarantees contractual performance to the buyers, enhancing the credibility and attractiveness of Canadian companies, thus opening the opportunity for consideration by the prime contractor, Lockheed Martin. CCC's contracting expertise will help exporters determine if they are qualified to meet both the military and commercial components of any requirements. Those companies that are qualified will benefit from having CCC at the table from the negotiation stage through to the contract closure.

"For almost five decades, CCC has facilitated access to the U.S. Department of Defense for Canadian companies. The Corporation's participation in the largest DoD program clearly demonstrates our ongoing commitment to maintain access to this market,"

said CCC's Director of U.S. Business, Colonel (Ret) Robert Ryan.

In addition to using its experience with the U.S. DoD to help exporters secure subcontracting opportunities, CCC also posts pertinent information about the JSF and other related business opportunities on its Web site at www.ccc.ca

For more information, contact Ron Linton, Senior Business Development Officer, CCC, tel.: (613) 995-0140, e-mail: ron.linton@ccc.ca Web site: www.ccc.ca

SHAPING TRADE SOLUTIONS FOR OUR EXPORTERS



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.

For more information, contact CCC, tel.: (613) 996-0034, toll-free in Canada: (800) 748-8191, fax: (613) 947-3903, Web site: www.ccc.ca

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we truly enjoy raising awareness about New Brunswick's IT industry."

Final notes

Preliminary feedback from participants suggests that the conference contributed to \$5-7 million in potential sales and a possible 45-75 new jobs in New Brunswick.

Next year's event will be held in Anaheim, California, and New Brunswick has already contracted to set up a pavilion in a prime location — right next to Smart Force, the world's largest provider of e-learning!

A report featuring the fourteen exhibitors at this year's New Brunswick pavilion is now available.

For more information, contact Victor Landry, International Trade Centre, Moncton, tel.: (506) 851-6421, fax: (506) 851-6429, e-mail: landry.victor@ic.gc.ca or Stephen Kelly, Business New Brunswick, tel.: (506) 444-5265, fax: (506) 453-3783, e-mail: steve.kelly@gnb.ca

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