

Canadian Commercial Corporation

CANADEXPORT SUPPLEMENT

September 6, 1994

What is the Canadian Commercial Corporation?

Since 1946, Canadian Commercial Corporation (CCC), a federal Crown Corporation, has helped thousands of Canadian suppliers make export sales abroad. It has done this as a prime contractor and guarantor for sales by Canadian exporters to foreign govern-

ments and international organizations.

Last year, CCC served 282 Canadian businesses in concluding export transactions worth \$884 million with 33 countries and 16 international organizations. That volume represented an increase of

13 percent over the preceding year, and helped sustain an estimated 8,500 jobs in Canada.

It also expanded CCC's clientele: 32 per cent of the Corporation's suppliers and 41 per cent of its customers during 1993-94 were new.

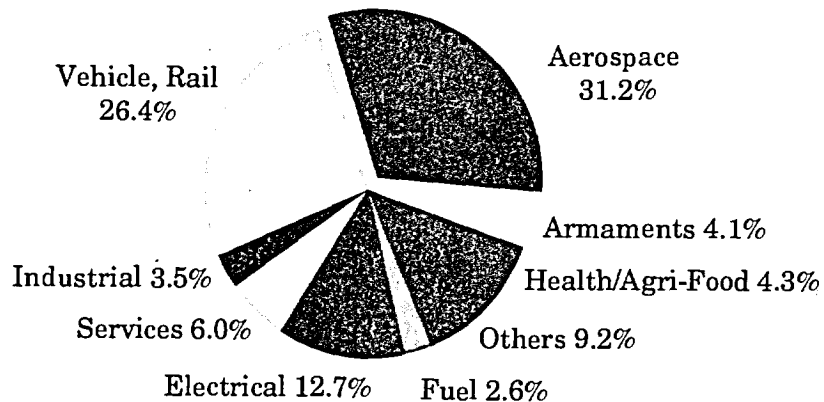
How Does CCC's Support Work?

There are many public sector buyers around the world who prefer some government involvement when they purchase from foreign sources. At the same time there are many Canadian firms with products which may interest a customer, but the fact that they are less well-known internationally may spoil their chances to make the sale. CCC brings Canadian suppliers and these foreign buyers together and works to ease the transactions between them.

CCC acts as prime contractor, guaranteeing contract performance to the foreign customer and matching that obligation through a domestic contract with the Canadian supplier. The mechanism recognizes that, where Canadian suppliers are less well-known, a foreign government purchaser may need some reassurance or endorsement from the Government of Canada.

CCC's services are designed to cut red tape, and enhance the credibility of the Canadian supplier with foreign buyers. These advantages help Canadian firms to bid more competitively, and boost their reputation and confidence in selling into foreign public markets.

CCC's Export Sales By Sector, 1989-1994*



* From 1989-1994, total business volume was \$3.7 billion.

"... But Why Should We Use CCC?"

The foreign public sector — federal departments, provinces, municipalities, public utilities, foreign state corporations, international organizations — constitutes a vast potential market for Canadian exporters. Many of these customers are major consumers of goods and services, often from sectors where Canadian industry is at its innovative best and is competitive internationally.

But selling to foreign governments is all too often regarded as a mysterious, time consuming process. Canadian business people are frequently deterred from pursuing business opportunities with these potential customers because of the perceived difficulties or costs involved. The services offered by CCC go a long way to demystifying those markets and help seize those opportunities.

In any transaction, CCC's involvement provides Canadian suppliers with the tangible backing of their own government. This enhances the

Continued on page II — CCC