

Selling to government

As Canada's export contracting agency, the Canadian Commercial Corporation (CCC) assists Canadian exporters in closing deals worldwide, particularly in government markets.

- **GSA Schedules submission service** – Get on the schedule—and gain access to a \$40 billion U.S. government market. CCC helps you pursue U.S. federal government business through the GSA Schedules Program. Being a GSA Schedule contractor allows you to compete on an equal footing with American companies. What does CCC do? Help you prepare your submission. Offer advice. Assist you with pricing and negotiations. And give you access to an established base of contacts in Washington, D.C. offering intelligence, marketing and networking support. Go to www.ccc.ca/GSA.
- **DoD Prime contractor solution** – Get privileged access to the United States Department of Defense. The Canada-U.S. Defense Production Sharing Arrangement allows Canadian exporters to compete on an equal footing with U.S. companies for sales in defence markets. CCC is uniquely positioned to help you access opportunities in this complex arena, giving you equal access to one of the largest procurement markets in the world. Log on to www.ccc.ca/DoD.
- **International prime contractor solution** – Wrap your deal in the flag—reduce your customer's risk with a Government guarantee of contract performance. Acting as International Prime Contractor, CCC can significantly boost your credibility and clout by underwriting your deal with a performance guarantee signed by the Government of Canada. Take advantage of this unique service and watch the doors to international markets open up. Go to www.ccc.ca/prime.

Have you considered foreign investment as a way to grow your business? Foreign investment enhances Canada's competitiveness by increasing the flow of goods and services between Canada and its trading partners. It not only produces jobs, but introduces new technology, new management techniques and new market access. For more information, see www.international.gc.ca/tna-nac/other/invest-en.asp.

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Setting Out: Identifying Your Target Market