

CCC Opens Doors



to International Procurement Markets



Bristol Aerospace Limited (Winnipeg, Manitoba)

Bristol and CCC have been co-piloting projects for more than 20 years. Through CCC's International Prime Contractor service, Bristol has gained direct access to the U.S. Department of Defense under the DPSA between the two countries. In fact, Bristol often uses CCC's services even when not required under the DPSA.

"It's extra protection for the customer," explains Bristol Marketing Executive Garth Palanuk. "In the unlikely event that we won't be able to deliver, CCC will find someone who will. I tell my customers it's in their best interests — like having extra insurance."

CCC's expertise in selling to government and international procurement organizations and its guarantee of contract performance are valuable resources for Canadian exporters wishing to enter this lucrative market. The Corporation's specialized knowledge of foreign government procurement regulations and its preferred access to the U.S. government aerospace and defence market gives Canadian companies a distinct competitive advantage, and is often the difference between winning and losing a sale.

CCC's participation in an export sale is particularly valuable to SMEs. In many cases these companies lack the resources and knowledge necessary to penetrate and manage the complexities of the international procurement environment. CCC's ability to enter into government-to-government agreements greatly improves the chances of Canadian companies seeking to win international procurement contracts.

According to Jayson Myers, Senior Vice-President and Chief Economist, Canadian Manufacturers & Exporters, the following markets and sectors will hold considerable potential for Canadian businesses over the next five years.

Opportunities for Canadian Exporters

Aerospace and Defence

Canada's reputation for high-quality, innovative aerospace and defence products and services is recognized throughout the world. Its aerospace industry ranks in the top five in the world among exporters of aircraft and components.

Key Market/Sector Opportunities

- United States (civil aerospace equipment and technologies; specialized defence electronics, including security, remote sensing, mine location and clearance, flight simulation systems, specialized information and software systems)
- United Kingdom (advanced defence technologies)
- East Asia: China, Japan, India, South Korea, Taiwan, the Philippines (defence security systems)
- Australia (defence communications)
- Latin America (fighter aircraft; aerospace and defence electronics)
- Middle East (defence security)