

Message from the President

As a federal government agency specializing in export sales to foreign governments, the Canadian Commercial Corporation's (CCC) skills are unique. While these markets are more open than ever, they can often be difficult and intimidating for many exporters. Our experienced staff offers specialized knowledge of this complex procurement environment and proven strategies to avoid some of the challenges that can arise during contract negotiation. CCC can work with you to eliminate obstacles to closing your export sale.

Last year, we worked with 1,810 exporters and made export sales valued at over \$1.1 billion, primarily in government markets in 38 countries. We

signed contracts with 280 Canadian companies and assisted another 1,530 throughout various stages of the export process. These included large firms that signed defence contracts as high as \$300 million to small firms that closed educational software deals of less than \$1 million.

As globalization has liberalized trade, particularly in public-sector purchasing, Canadians have become more interested in these specialized procurement markets. Growing numbers of companies from Canada's environmental and advanced technology sectors and other knowledge-based areas are increasingly looking to CCC to help them gain a stronger competitive position.

In the years ahead, CCC will increase its efforts to help more exporters access the vast \$5.3-trillion worldwide government procurement market. Along with the continued growth in our specialized markets in aerospace and defence, more Canadian companies are seeking assistance from us in new areas. We are committed to keeping pace with these changes, supplementing our expertise and enhancing our services to continue being a valuable resource for Canada's exporters. For example, we recently put together a team of market and sector specialists to research and identify potential international business opportunities for Canadian exporting firms.

Apart from our core business activity — selling to governments and in particular, the United States Department of Defense (DoD) and the National



CCC has a proud history of involvement with Canadian exporters and their customers, specializing in sales to governments around the world. For over 50 years, this export sales agency of the Government of Canada has significantly increased the ability of Canadian companies to land export sales on improved terms.

The Corporation uses its governmental status to sign export contracts on behalf of Canadian companies and provides international buyers with a unique government-backed guarantee of contract performance. CCC's involvement in an export deal can often provide the competitive edge needed for small and medium-sized enterprises (SMEs) to win sales in markets where they are less known.
