

housing, housing export promotion, and research and information transfer. CMHC uses its position as the federal government's housing agency to help Canadian housing companies take advantage of international business opportunities.

CMHC offers the Canadian housing industry the following international business development products and services:

Market Access:

- identifying and resolving non-tariff trade barriers, such as following up on the Canadian application for certification of the Canadian Wood Frame Construction System with German authorities.

Export Capability and Preparedness:

- research and market analysis, including consumer preference and needs studies, and comparisons of housing codes and standards in priority and emerging markets;
- production of the Canadian Wood Frame House Handbook and the Glossary of Housing Terms into German, Spanish, Russian, Japanese and Korean;
- exporter training and counselling, and facilitation of the participation of Canadian housing firms in projects abroad.

International Market Development:

- matchmaking services, CMHC-led trade missions ensure a Canadian housing presence at international trade shows (Canada will be the featured nation at the Baufach Trade Show in Germany in October 1999);
- an international marketing team comprised of Canadian housing experts to deliver seminars promoting Canadian housing construction systems and technologies to international housing industry members and other key audiences;
- marketing and delivering CMHC expertise in housing finance and mortgage loan insurance.

Canadian Commercial Corporation (CCC)

CCC is a federal Crown Corporation which develops trade as an export sales agency, enabling foreign buyers to access the best which Canada has to offer in a broad range of services. CCC's participation in a sale provides a foreign buyer with a unique guarantee that a contract will be performed on quality, service and price. This is particularly effective in selling to foreign government departments and agencies, and international organizations. CCC's participation in an export deal increases buyer confidence, helping exporters to land sales on better terms than they could on their own.

Clients: CCC's customized, hands-on advice and support are useful to all exporters, regardless of size or experience level.

SMEs most often value CCC for its ability to reduce red tape, minimize risks and negotiate contracts. For larger companies with established international reputations, CCC's government-to-government role frequently facilitates sole-source sales. Regardless of size, exporters value CCC's expertise at customizing a solution to the needs of a client. In 1997-98, 1 750 Canadian companies accessed CCC's services, resulting in business valued at \$1.02 billion with customers in 48 countries.

Services: CCC's areas of expertise extend to all phases of the procurement process, and include identifying opportunities, evaluating and formulating bids and proposals, negotiating and administering contracts, facilitating payments, contract auditing, and assistance in resolving contract disputes. Its services complement those offered by other TCI members, and include:

- providing and maintaining the special access Canadian exporters have to the U.S. defence and space markets under the Canada/U.S. Defence Production Sharing Agreement;
- acting as prime contractor in the sale of goods and services at the request of Canadian exporters or their customers abroad;
- facilitating access by SMEs to commercial sources of pre-shipment financing for export sales through the Progress Payment Program (PPP);
- identifying U.S. federal government business opportunities and matching them to the profiles of qualified Canadian firms registered to do business in that market;
- providing export contract risk analysis and contract management services.

Canadian Heritage (CH)

In July 1998, the Department of Canadian Heritage established a Trade and Investment Branch (DGTI) within the Cultural Development Sector. The Branch was created in response to the need for government to broaden its knowledge of domestic and foreign markets in the cultural domain, and to seek innovative ways to ensure access to, and support for, the distribution of cultural products and services. DGTI is the focal point within the Department of Canadian Heritage for international trade and investment issues.