

Addressing export challenges with CCC Leveraging government support programs

In today's global economy, the world is Canada's market. However, once a Canadian exporter identifies a potential market and buyer, going after this opportunity takes a lot of effort and presents a number of challenges. In order to meet these challenges, Canadian companies can leverage federal government resources such as the Canadian Commercial Corporation (CCC) to meet their exporting needs.

CCC, a Crown corporation wholly-owned by the Government of Canada,

is committed to assisting Canadian companies to maximize export opportunities—particularly with government markets—by addressing the challenges that can arise in the sales, production and financing phases of export projects.

In the sales phase, responding to Request for Proposals (RFP) can be difficult because they are often very complicated. Sometimes it's hard to know if you are fully compliant, and if you are technically compliant do you meet the financial thresholds? In addition, some RFPs require companies to post performance bonds, bid bonds or other types of securities; this can be a challenge if not impossible in some cases—particularly for smaller companies. Canadian exporters need experience to evaluate opportunities, assess contract risks and navigate difficult markets. They also need a strong position to negotiate favourable terms and conditions.

The terms and conditions negotiated will determine acceptable, realistic delivery scheduling and payment terms. You need to build in enough time to make deliveries and avoid financial penalties and you need to make sure the payment schedule gives you enough funds at each stage to meet cash requirements to support production. Exporters also need a source of funds to meet cash shortfalls and if your buyer is paying in other than Canadian funds, you need to protect yourself against shifts in currency values.

As Canada's export contracting agency, CCC specializes in all aspects of export contracts, offering a range of pre-contract, contract advisory and post-contract services.

Put the power of Canada behind your export sales



The **Canadian Commercial Corporation (CCC)** is Canada's export contracting agency. CCC specializes in sales to foreign governments and provides special access to the U.S. defence and aerospace markets. Canadian exporters can gain greater access to government and other markets through CCC's contracting expertise and unique government-backed guarantee of contract performance.

CCC provides export contracting services that often result in the waiving of performance bonds, advanced payment arrangements and generally better project terms. CCC can provide access to commercial sources of pre-shipment export financing. When requested, CCC acts as prime contractor for appropriate government-to-government arrangements.

For more information, contact CCC, tel.: **(613) 996-0034**, toll-free in Canada: **(1-800) 748-8191**, fax: **(613) 995-2121**, Web site: **www.ccc.ca**

CCC acts as a prime contractor, facilitating access to markets for exporters, and helps get that contract signed. CCC also assists Canadian exporters to increase their pre-shipment working capital and offers its international contracting expertise on a fee-for-service basis allowing the flexibility of using and paying for only those services needed to sell internationally.

By addressing the risks that arise during the sales, production and financing phases of export projects, CCC makes it possible for Canadian exporters to take advantage of the world of opportunities available.

For more information about how you can put the power of Canada behind your export sales, contact CCC at **1-800-748-8191** or visit **www.ccc.ca**

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THE CANADIAN
TRADE COMMISSIONER
SERVICE

VIRTUAL
TRADE
COMMISSIONER
PERSONALIZED
INFORMATION AND SERVICES

Are you a Canadian company looking for the latest information on foreign markets? Do you want to receive business leads for your industry sector? If you have answered "yes" to these questions, register as a client of the Canadian Trade Commissioner Service and receive a personalized Web page.

Here is a sample of a

Virtual Trade Commissioner personalized page

Meet your Trade Commissioners

The Virtual Trade Commissioner displays contact information for the actual trade commissioners responsible for a specific industry sector in a specific market. Using tabs at the top of the page, users can quickly access each of their markets to monitor news, market intelligence, trade leads or prepare for business trips abroad.

Access Market Information

The *Access Market Information* section contains the latest market reports, business leads, lists of trade events and business news. Users can opt to be notified when new information is available.

Order a Personalized Service

Using the *Order a Personalized Service* section, registered clients can order any of our six core services. Through this web-enabled technology, trade commissioners receive service requests directly on their desktop.

Customize your page

The left hand navigation bar gives users the option to customize the layout, add links and contacts or store market reports for future reference. Users can re-configure their Virtual Trade Commissioner by updating their company profile, including changing industry sectors, target markets and other parameters.

Register for Trade Events

Use the Virtual Trade Commissioner to register online for trade events such as business missions, export seminars and outreach activities abroad and in Canada.

For more information on the Canadian Trade Commissioner Service or to receive a personalized Virtual Trade Commissioner, visit:

www.infoexport.gc.ca

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