

5. CONCLUSION

The seminar generated interest and increased the awareness of potential Canadian exporters in the US government procurement market. Some companies are actively pursuing that market; some are doing so as a direct result of the seminar. Others do not yet have the resources to do so.

Because this is a relatively new area for Canadian exporters, there is a definite need for more education, and assistance in accessing the market. Large companies are usually able to access this market on their own but could benefit from more marketing assistance and promotion of their products. Smaller to medium-sized companies require assistance at all levels of the process, including GSA registration, financing, and bidding procedures.

It is essential that the government provide a leadership role in encouraging Canadian companies to register and bid on projects and subsequently to ensure that Canadian firms are indeed being given equal treatment in a normal competitive bidding process.