

Electronic marketplace clicks with exporters

Since June 2001, Canadian companies have been putting the power of the Internet to work by using **SourceCAN** to access information on the international procurement market. With hundreds of new business opportunities being posted to the site each day, Canadian businesses can match their products and services with business opportunities. A particularly valuable tool for small and medium-sized businesses, SourceCAN has earned an award for Outstanding Product Achievement from the Canadian Advanced Technology Alliance (CATAAlliance).

The award from CATAAlliance is not the first to be won by SourceCAN. In fact, it was only a year ago that the e-marketplace for export opportunities was recognized at the GTEC awards, which are part of a major annual event that is dedicated to technology use in government. At that event, SourceCAN received a silver medal in the Enabling E-Government category.

The CATAAlliance award was presented at the Alliance's annual gala dinner, held in Ottawa on April 29, 2003. "When you consider that 80% of the members of CATAAlliance are active exporters, this award is a real vote of confidence in SourceCAN and how it's helping Canadian companies find and win new export contracts," said Ron Linton, Manager, Bid Matching Service at CCC (Canadian Commercial Corporation).

What is SourceCAN?

SourceCAN is the product of a public- and private-sector partnership involving CCC, Industry Canada, and HyperNet. It is a free, online service enabling Canadian businesses to more easily identify both domestic and export opportunities for their products and services.

Through a number of international tender feeds to which CCC has access, hundreds of new business opportunities are made available through SourceCAN every day. Using SourceCAN can save a business time and money when it comes to searching for potential opportunities. This is because CCC has already scanned the content of the opportunity announcements and filtered out those that Canadian companies are precluded from participating in, or those that would likely be deemed

Put the power of Canada behind your export sales



CCC (Canadian Commercial Corporation) is a Crown corporation mandated to facilitate international trade, particularly in government markets. Acting as a prime contractor, CCC signs export contracts providing access to markets for exporters and a government-backed performance guarantee for buyers. CCC also helps exporters to increase their pre-shipment working capital from commercial sources, and offers its international contracting expertise on a fee-for-service basis. When it comes to exports, CCC means credibility, confidence and contracts.

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

non-competitive. In other words, only the most relevant opportunities are matched to supplier profiles.

Companies are also using SourceCAN as a marketing tool. When a company registers with SourceCAN, its profile is automatically placed in the Canadian Company Capabilities database, which thousands of domestic and international firms browse each month.

Once a company decides to respond to an opportunity, CCC can assist in understanding the procurement process, in obtaining bid documents and in giving guidance to users to enhance their bid responses, at no cost to the user.

For more information on SourceCAN and CCC, go to www.sourcecan.com or www.ccc.ca

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The screenshot shows a web browser window with the URL www.infoexport.gc.ca. The page is titled "Welcome James O'Neil of Ashley Canada". It features a navigation bar with tabs for various countries: Philippines, Italy, China, Indonesia, Canada, Bangladesh, and Taiwan. The main content area is personalized for the user, showing a "Hello, James O'Neil" message and a list of services. A "Trade Events" section is highlighted with a red circle, listing "SMAU 2003 - 2-6 October - Milan, Italy". Other sections include "Market Reports", "Business Leads", "Trade Events", and "Order a Personalized Service".

Learn more about this service in future editions of CanadExport

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