

**W**hen Vancouver-based **Digital Port Control Inc. (DPC)** set out to sell its custom-designed port control system to the Caribbean Customs Law Enforcement Council (CCLEC), it had the unique challenge of convincing not just one foreign government, but several dozen. But

"We flew to the region every month to attend the CCLEC Committee meetings," explains DPC President Bob Potter. "It was like working with the United Nations — each country's Customs had different priorities and needs. Reaching consensus was a challenge."

*CCC backs Digital Port Control Inc.*

# Breezing into Caribbean harbours

thanks to the backing of the **Canadian Commercial Corporation (CCC)**, the 15-person company is installing its secure Internet-based data collection, processing, management and retrieval system into the Customs offices of 35 Caribbean countries.

The four-year-old information technology company spent a year aggressively marketing and developing its product before the contract was signed. The new system will allow Customs officers to record the movement of small vessels clearing into and out of their ports; it also extends to light aircraft.

It was a challenge that was met; in November 1999, the Committee chose DPC's system. In fact, the final decision was unanimous, something Potter attributes in great part to the Canadian Commercial Corporation.

Potter had contacted CCC in May 1999, looking for extra backing from the Canadian government to alleviate the customer's hesitations. He got it in spades. When the CCLEC Committee invited the company to make a formal presentation of its system in Dominica in late November, the Committee also received a presentation on CCC from the Corporation's Project Manager Marie-Josée Guy. She explained that the potential contract would be a government-to-government agreement, thereby giving CCLEC the Canadian government's unique guarantee of contract performance.

The Committee members were not the only ones impressed. Says Potter: "Guy not only brought the CCC's contract guarantee, but she also reinforced our credibility — it was a very good endorsement of our company. Her presentation was short, but accomplished a lot."

Guy credits DPC for its initiative and aggressive marketing techniques.

## SHAPING TRADE SOLUTIONS FOR OUR EXPORTERS



Canadian Commercial Corporation

The Canadian Commercial Corporation (CCC) is an export sales agency of the Government of Canada providing special access to the U.S. defence and aerospace markets and specializing in sales to foreign governments.

Canadian exporters can gain greater access to government and other markets, as well as a competitive advantage, through CCC's contracting expertise and unique government-backed guarantee of contract performance.

CCC can facilitate export sales that often result in the waiving of performance bonds, advanced payment arrangements and generally better project terms.

When requested, CCC acts as prime contractor for government-to-government transactions and provides access to pre-shipment export financing from commercial sources.

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Web site: www.ccc.ca

"It's pretty exciting because it's a company that came to us and was successful in generating something in such a short time."

It was, in fact, a matter of only weeks before CCC, acting as prime contractor, and CCLEC had a signed contract (worth almost US\$500,000), with terms agreed to by DPC. The company is now rolling out the first of 40 workstations at the Customs offices of the various ports.

Potter appreciates not only the professional assistance he received from Guy, but also CCC's continued backing. "They gave us a very nice letter of introduction to take with us to the South Pacific, where we're pursuing a new project — and this was just a preliminary stage. Having a bullet-proof guarantee from the Canadian government puts us in a very strong position."

For more information, contact Bob Potter, DPC President, tel.: (604) 601-8205, fax: (604) 608-2611, e-mail: Bobp@DigitalPortControl.com

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When you're ready to pursue these opportunities, the Canadian Commercial Corporation ([www.ccc.ca](http://www.ccc.ca)) can assist you with the interpretation of the U.S. procurement system or ensure that as a Canadian company, you are eligible to participate.