

SECTOR: Non-Defence Government Procurement

SUB-SECTOR: VARIOUS

Officer: D. Conrad

U.S. Market Opportunities: The U.S. federal government is the largest purchaser of goods and services in the US with requirements spanning virtually every sector. Significant opportunity exists in the market for Canadian companies, fuelled by a growing acceptance of Canadian products; a gradual increase in awareness of the FTA and an excellent reputation for delivery and performance by Canadian companies.

The greatest opportunity still exists in the high technology sector, particularly information technology (IT) where US government spending will increase 13% in 1992.

Canadian Capabilities: Government procurement spans industrial several sectors, and Canadians are in an excellent position to compete in the US federal market. Canadians offer a wide range of unique high tech products (GIS, software, IT, aerospace). While Canadians also offer innovative and unique services, the lack of coverage in international government procurement agreements still stands as a major entry barrier.

Strategy:

- To participate in large-scale initiatives aimed at major purchasers and potential partners, such as US systems integrators, to increase export sales and the number of Canadian companies winning schedule contracts of non-defence products to US federal government civilian agencies.

- To offer education in Canada to Canadian companies by distributing procedural information on opportunities to sell to state-level governments.

- To sponsor venues to bring together US systems integrators, GIS firms and Canadians to increase the number of Canadian information technology firms selling through strategic alliances, and specifically expanding activity to the US west coast.

- To follow up on related '91 activity to increase access to opportunities within the FAA's Capital Investment Program.