

Rules Key to State Markets — from page 8

How to be Competitive

The main key to success in state government markets is knowing the rules. A condensed version of the rules by state is available in the publication, *State and Local Government Procurement*, (ordering instructions at end of article). You also can buy a complete set for each state, usually for about \$40. Each state purchasing commission can tell you how to proceed.

The other important element becoming increasingly important in vendor selection is the value-added or service factor. The level of service offered actually can make the difference in winning or losing a contract.

Another significant factor in purchasing decisions is the responsiveness of the bid to the real need of the agency which will use the product or service. That's why it's important to understand the mission of the agencies.

Recycled Products/Business

Do you sell recycled products? If you do, there is tremendous advantage for you in bidding on state government purchases.

There are a very limited number of U.S. suppliers that offer recycled products, making it a market niche ripe for the picking by Canadian firms.

In many states, a 10 per cent price preference is given to bids which offer recycled products (paper, re-conditioned equipment, re-refined oil, plastic products).

Recycled Products

Suppliers of recycled products may be interested in exhibiting at the **Southeast Recycled Products Procurement Conference and Vendor Show** which will take place February 15-16 in Orlando, Florida, in conjunction with the trade mission mentioned earlier.

Where to Obtain Information

One of the best sources of information on state government procurement is the Council of State Governments. This organization publishes a number of inexpensive books on state government pro-

urement, including: *How to Do Business with the States*; *The Contract Cookbook for Purchase of Services*; *Purchasing Preference Practices: A 50-State Overview*; *State Geographic Information Activities Compendium*; *State and Local Government Purchasing*; and *Directory of State Environmental Officials*.

For a free publications catalogue, or a list of state purchasing offices, fax (613-990-9119) your request to Doreen Conrad, U.S. Trade and Tourism Development Division, External Affairs and International Trade Canada, Ottawa.

BUSINESS AGENDA

Montreal—December 1; **Toronto** — December 2; **Calgary** — December 4 — "Business Opportunities in Turkey Seminar", organized jointly by provincial government trade organizations and the Canadian Council for Turkish Trade, targets companies open to joint ventures and provides information on trade assistance programs. Contact Louis J. Duhamel, Montreal. Tel.: (514) 866-1633. Fax: (514) 875-5004.

Victoria—November 19, 1992—2nd Annual Computers' 92 and "Mini-Biz" Trade Show, organized by Trade Trends Marketing. For information contact Ruth Roman. Tel.: (604) 361-9598. Fax: (604) 361-9335.

Vancouver—November 19, 1992—Selling Goods and Services to the U.S. Federal Government Seminar

(Non-defence U.S. Government procurement). The director of the Business Service Center at the General Services Administration (GSA) in Auburn, Washington will cover in detail the art of "Selling to the GSA". Contact Jacalin Crosfield. Tel.: (604) 666-1440. Fax: (604) 666-8330.

Toronto—November 23-26—Canadian Computer Show & Conference. Organised by Industrial Trade & Consumer Shows, Inc. (ITCS), the computing event of the year will have the technology solutions to help business increase efficiency and competitiveness. Registration is restricted to businesspersons 18 years and over. For more information, contact Deborah Dugan, Marketing Manager. Tel.: (416) 252-7791. Fax: (416) 252-9848.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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