

A convoy of U.S. Army trucks arrives at the edge of a river. The bridge has been blown out, but that doesn't stop them. Boats are launched, followed by ribbon bridges, which are quickly locked together to form a mobile bridge. In short order, the convoy is continuing its journey on the

Cargotec, a U.K. company. The patented temporary-bridge loading and unloading system was required for a 1987 contract with the Department of National Defence.

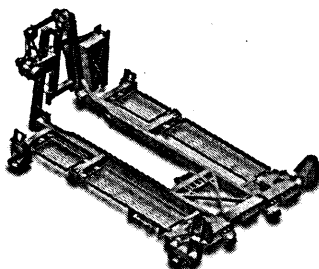
In late 1997, Bombardier learned of a request by the U.S. Army Tank Automotive Command (TACOM) for a

CCC provides bridge to United States for Mass transit firm

other side. Behind this rapid temporary bridge deployment, lies technology manufactured by Kingston-based Bombardier Transportation, with the Canadian Commercial Corporation (CCC) providing its own kind of bridge to help the mass transit company secure the contract.

A division of Bombardier Inc. since 1992, Bombardier Transportation specializes in manufacturing mass transit equipment, targeting sales to cities across the United States and Canada. Previously, the company had obtained a licence to manufacture a bridge adapter pallet (BAP), a load-handling system (LHS), and a flat rack for Partek

North American company with bridging expertise. The company suddenly found itself in the running for a very lucrative contract.



Backed by CCC, Bombardier won a three-year contract to provide TACOM with bridge adapter pallets; orders to date are valued at \$10 million.

As with all U.S. Army contracts valued at over \$100,000, CCC was brought in to bid as the prime contractor. Having no previous experience with the U.S. Army, explains Darrell Carnegie, Manager of the BAP Project, the company found the contract terms and conditions daunting, but CCC Senior Project Manager James Kelly helped to alleviate the company's fears.

"James was invaluable in translating U.S. Department of Defense regulations, and in easing the intimidation factor," explains Carnegie. "Without his help, we might not have had the nerve to bid — or have even finished reviewing the proposal documents in time."

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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.

For more information, contact CCC, tel.: (613) 996-0034, toll-free in Canada: 1-800-748-8191, fax: (613) 947-3903, e-mail: info@ccc.ca Web site: www.ccc.ca

Backed by CCC, Bombardier won a basic ordering agreement to provide TACOM with BAPs over a three-year period beginning in June 1999. To date, the orders placed are worth \$10 million.

"It's been beneficial all round," says Carnegie. "TACOM saved a significant amount of money just coming to Canada. What they also got is a service-oriented company that really values their business."

TACOM's satisfaction is reflected in Bombardier having current orders in steady production until March 2001, and in its optimism regarding future business. This CCC-assisted bridge to the United States may not be temporary.

For more information on Bombardier Transportation, contact Darrell Carnegie, Manager, BAP Project, tel.: (613) 384-3103, ext. 4668, fax: (613) 384-4947, e-mail: dcarnegi@transport.bombardier.com Web site: www.transportation.bombardier.com

(For the unabridged version, see www.infoexport.gc.ca/canadexport)

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When you're ready to pursue these opportunities, the Canadian Commercial Corporation (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.