



Canadian Commercial Corporation  
Corporation Commerciale Canadienne

**February 4, 2009 (4:00 EST)**  
**Montreal, Quebec**

## **CANADIAN COMMERCIAL CORPORATION HOLDS SECOND ANNUAL PUBLIC MEETING**

(MONTREAL) – February 4, 2009 – The Canadian Commercial Corporation (CCC) held its second Annual Public Meeting today attracting participants from Canadian companies, government, business associations, non-governmental organizations, academia and the public. Mr. Alan R. Curleigh, Chair of the Board of Directors of the Canadian Commercial Corporation (CCC) strongly supported the Corporation's business direction and sound governance in his opening remarks.

“We are confident that the right steps are being taken to ensure that the Corporation stays abreast of changes in the global market place and that we adapt to this changing environment by offering services that are relevant and add value to Canadian exporters.” explained Mr. Curleigh. He also noted that “CCC brings trusted Canadian operating practices to markets that require more robust capacity and transparency to successfully manage complex contracts and procurement projects.”

CCC President and CEO Marc Whittingham explained CCC's role in promoting and facilitating international trade on behalf of Canadian industry. CCC's business model is focused on bringing together foreign government buyers and Canadian exporters, by continually building unique relationships, and maintaining the necessary expertise to position Canadian exporters to successfully compete in a changing and challenging global marketplace.

“When we talk about growth at CCC, we see it as a way to help more exporters reach their objectives by working with targeted countries to show CCC's, and Canada's, competitive advantage during these difficult economic times. In the defence sphere, this means that CCC is actively working to mitigate protectionist tendencies in the U.S. by demonstrating our value to the U.S. Department of Defense (DoD), the Corporation's largest client, as well as providing an alternative to our European allies and other like-minded countries for defence goods and services. In emerging and developing markets, this means carrying out our activities in certain countries in the Caribbean, Latin America, and Africa, countries that can benefit from what Canadian exporters can deliver, just as Canadian exporters can benefit from our ability to mitigate risk in challenging markets.” said Mr. Whittingham.

Robert Ryan, CCC's Vice-President for Defence, gave an overview of CCC's activities in international defence markets. He detailed the long-standing relationships between Canada and our greatest ally, the United States, and the challenges that come with continually maintaining a strong and integrated North American defence industrial base. On the topic on international defence procurement, Mr. Ryan reported on the important in-roads made with other allied militaries seeking to source Canadian military goods and services.

For his part, Pierre Lemay, Vice-President for Emerging and Developing Markets presented the Corporation's approach to developing additional business in key Canadian areas of expertise,

such as infrastructure, energy and manufacturing, and facilitating new business for Canadian markets in various public sectors abroad. Mr. Lemay also provided an update on the progress of works for one of CCC's largest infrastructure projects, the New Quito International Airport, which is due to be completed in 2010.

Headquartered in Ottawa, the Canadian Commercial Corporation (CCC) is a federal Crown corporation mandated to assist in the development of trade by helping Canadian exporters access markets abroad and by helping foreign buyers obtain goods from Canada. The Corporation's two core business lines are structured to support Canadian exporters contracting into the defence sector, primarily with the United States, and Canadian exporters contracting into emerging and developing markets. As a Crown corporation, CCC is able to offer Canadian exporters exceptional access to foreign government procurement opportunities through its Prime contractor service and Procurement service.

The CCC reports to Parliament through the Minister of International Trade.

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