



CCC-DFAIT-EDC

Market Development Initiative

Public Infrastructure in Transitional Markets

Background:

In 2007, the Department of Foreign Affairs and International Trade (DFAIT), signed a Memorandum of Understanding (MOU) with the president of Export Development Canada (EDC) and the president of the Canadian Commercial Corporation (CCC) to enhance synergy between the three organizations. The MOU focussed on increasing the level of cooperation with regards to the exchange of intelligence and development of new business opportunities for Canadian exporters and investors.

In support of the MOU, a Cooperation Action Plan was developed to carry out specific collaborative initiatives, including the Joint Market Development Initiative aimed to help Canadian exporters take advantage of public infrastructure opportunities in transitional markets.

Opportunity:

DFAIT, EDC and the CCC are working in partnership to identify ways to help Canadian companies participate more competitively on government-to-government infrastructure projects in three pilot markets: Colombia, Panama and Peru.

Value Proposition:

- Collaborative marketing and enhanced business development efforts to identify and promote infrastructure opportunities for Canadian firms at an early stage.
- Focused engagement with foreign governments and their agencies to create new project opportunities.
- A lean Canadian model that facilitates opportunities for Canadian companies by providing Canadian government guarantees, innovative financing solutions, as well as potential up-front risk sharing for projects with a developmental impact in key countries.

Two-way Communication with Canadian Exporters:

The Department of Foreign Affairs and International Trade is hoping to meet Canadian clients who are currently active, or who have expressed interest for infrastructure projects in Latin America. The objectives of the client meetings are to provide an overview of the initiative, obtain information on our Canadian client's experience and appetite for selected markets, and finally to establish two-way communication with clients on public infrastructure opportunities in markets of interest.

For more information:

Please contact the Department of Foreign Affairs and International Trade's Regional Office in your area:
<http://www.infoexport.gc.ca/ie-en/EServices.jsp> or Waleska Rivera, Trade Commissioner, Strategic Initiatives:
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A Canadian business model for Government to Government transactions that collaboratively supports Canadian exporters and investors