

Stronger team  
Preferred positioning

# Win Foreign Government Contracts

Canada's G2G brings  
Canadian businesses  
and government buyers  
together in successful  
commercial contracts



# We help Canadian businesses navigate and win in complex government procurement markets

## International Prime Contractor: Canada's G2G for the world

Because some international sales need government advocacy to level the playing field.

To help Canadian businesses find, qualify, and pursue sales to governments around the world, we offer a proven government to government (G2G) contracting service to support Canadian contract wins. Canada's G2G, called the International Prime Contractor service, offers an arrangement for your pursuit, opens the door for an unsolicited proposal, and offers your buyer a Government of Canada guarantee of contract performance.

Canada's G2G builds trusted commercial relationships between Canadian businesses and their foreign government buyers, builds a stronger pursuit team and delivers preferred positioning for your proposal.

## Why Canadian businesses choose Canada's G2G

### Gain a local BD partner

We leverage the Canadian embassy and a government to government relationship to help identify and advance your pursuit to negotiation and signature.

### Go from RFP to co-creation

Our unsolicited G2G proposal approach moves you from an arms-length vendor selection to a collaboration between governments supported by your expertise to design the right solution.

### Mitigate risks to your pursuit

As prime contractor, we reduce political, corruption, human rights, and payment risks, and leverage the Government of Canada network to help navigate the complex government procurement decision-making process effectively.

### Differentiate yourself from competitors

With a Government of Canada guarantee of contract performance, we help increase the buying government's confidence in their selection of your proposal.

**\$903.8**  
MILLION in new G2G contracts via  
International Prime Contractor  
between 2022-2023

**\$641.4** Agriculture  
MILLION

**\$182.8** ICT  
MILLION

**\$70.2** Aerospace  
MILLION

**\$3.4** Defence  
MILLION

## How CCC builds successful G2G contracts



### Is your sales pursuit a good fit for Canada's G2G?

We support Canadian businesses that have experience selling internationally, sell directly to government buyers as a normal sales mode, and have a sales lead that is relatively large (>\$10M) or will lead to a larger deal that will get attention at senior levels of the buying government.

We place a priority on opportunities in aerospace, cleantech, defence, infrastructure, and information and communications technology (ICT) sectors, but we also support other sectors like agri-food and health.



# Delivering Canada to the World

We are Canada's government to government contracting agency

For over 75 years, Canadian businesses have entrusted us to reliably partner to win contracts in markets they would not have entered otherwise.

Acting as prime contractor, we simplify and expedite sales to foreign governments across a wide range of sectors including aerospace, defence and security, information and communications technology, cleantech and green energy, and public infrastructure, health and agri-food.

To learn more about how we support Canadian businesses to sell Canadian products and services to governments around the world, visit [ccc.ca](http://ccc.ca)

## Contact CCC

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