



# Doing Business with the US Government: Partnering for Success

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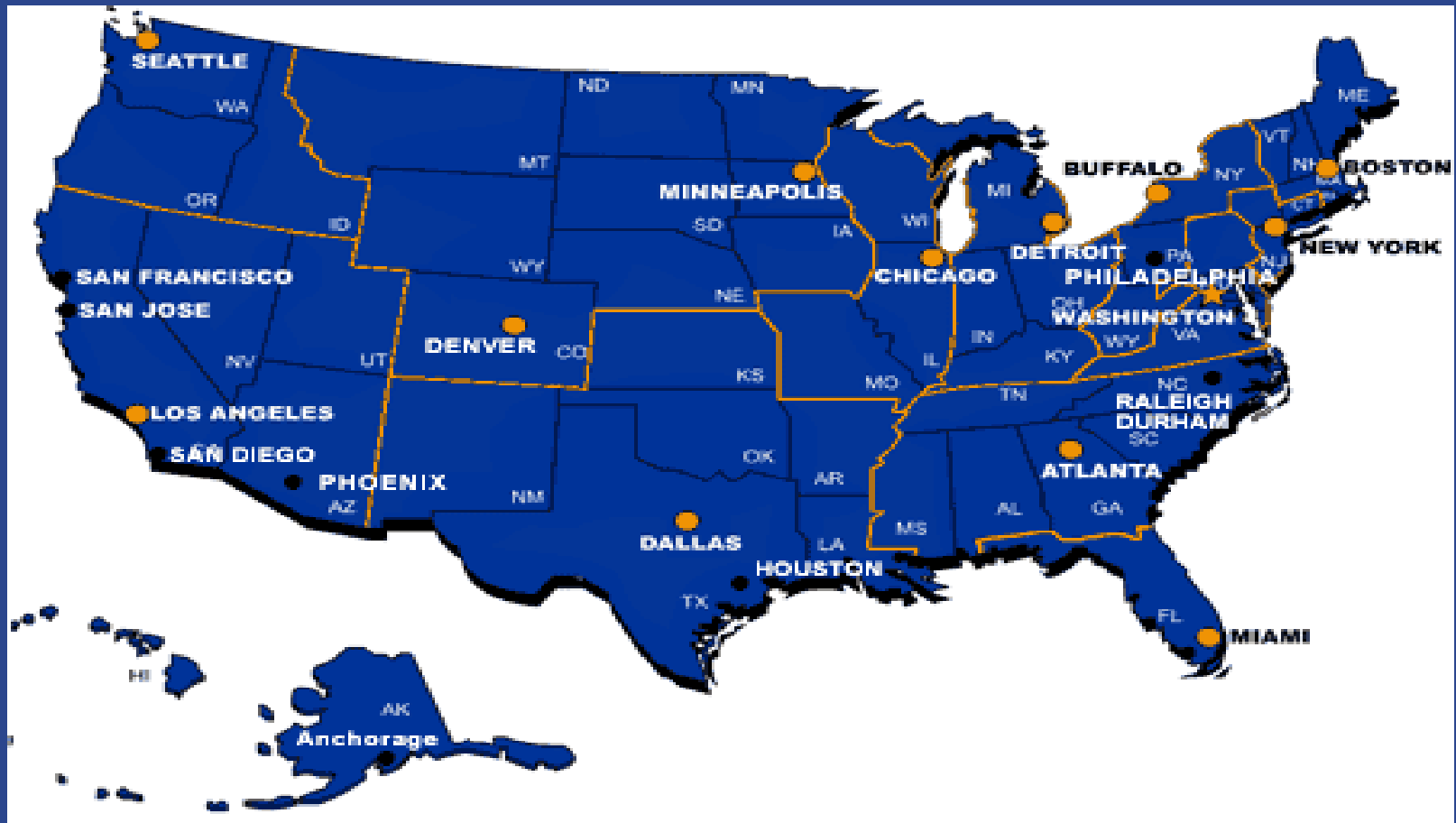


# The Canadian Trade Commissioner Service

- **Market prospects**
- **Key contacts**
- **Local company info**
- **Visit preparation**
- **Face-to-face briefings**
- **Troubleshooting**



# Our Offices





# Government Market Characteristics

- Lots of opportunities
- Long sell cycle
- Teaming essential
- Technology must be solid
- Builds on current contracts
- Trusted relationships are key
- Formal, detailed contract process



## Partnering for Success

- 85% of the Government IT budget goes through Integrators
- Most Integrators have dedicated small business liaison
- Teaming decisions are made very early in the contract process



## Where to go from Here:

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