



## WEBINAR: THE BASICS OF SELLING TO THE GOVERNMENT OF CANADA

March 21, 2013  
2:00 – 4:00 p.m.



Canada offers one of the most open, accessible and transparent public sector markets for U.S. goods and services. Knowing the customer is the first step to success, and having a good understanding of the complex federal procurement process can make this easier. Although all federal departments have unique procurement interests and needs, most federal government procurement in Canada is conducted by Public Works and Government Services Canada (PWGSC), the official procurement arm of the GoC.

Consider the tremendous business opportunities offered in Canada by exploring this market and learn how to sell to the Government of Canada from the experts at PWGSC, MERX™ and the U.S. Commercial Service, by joining us for this informative webinar.

### DETAILS

- ★ **Date:** March 21, 2013
- ★ **Time:** 2:00 -4:00 p.m. EST
- ★ **Cost:** US\$75.00
- ★ **Registration:** [Register online](#)

### AGENDA

- 🇨🇦 **Basics of Selling to the Government of Canada by Public Works and Government Services Canada (PWGSC)**
  - ✓ Overview of the contracting process
  - ✓ Registering in supplier databases
  - ✓ Finding key purchasing contacts
  - ✓ Conducting market research through searching previously awarded contracts
  - ✓ Obtaining security clearances
  - ✓ Bidding on opportunities
- 🇨🇦 **Live demonstration of the Government's Electronic Tendering System, MERX™**
  - ✓ Searching for opportunities on MERX™
  - ✓ Finding subcontracting opportunities
- 🇨🇦 **Overview of the U.S. Commercial Service**

### CONTACT US

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