

Building Bridges for Technology Development and Leadership

- Promote better linkages within existing international co-operative frameworks (e.g. the United States, Europe through the European Space Agency [ESA] and relations with the European Union [EU], Japan) to foster the development of joint ventures, strategic alliances, and industrial co-operation between Canadian space companies and their foreign counterparts to spur the development of technological capabilities in Canada (Canadian Space Agency [CSA], Department of Foreign Affairs and International Trade [DFAIT], Industry Canada [IC]);
- Promote knowledge among Canadian companies of contract and alliance opportunities arising from the Canadian membership and participation in the ESA, and promote knowledge of Canadian companies and capabilities to ESA (CSA);
- Promote better knowledge among Canadian companies of opportunities available in the areas of earth observation and telecommunications under the recent Canada-European Union S&T Agreement and relevant R&D programs in the United States to which Canadian companies can gain access (CSA, DFAIT).

International Marketing Plan

- Maintain a marketing plan for the space sector to guide and prioritize the government's support to industry (CSA through extensive consultation with space companies and in collaboration with DFAIT, IC, Communications Research Centre [CRC], Canadian Commercial Corporation [CCC], EDC [Export Development Corporation]);
- Maintain a continuous dialogue between industry and technology-development managers within the government, in the context of this marketing plan, to help ensure that the government's technology-development and program funding is oriented toward companies' export priorities, and that it addresses the issues of technological leadership and market access (CSA).

Market Access and Development

- Establish government-to-government linkages in foreign countries in support of industrial exports to priority markets in the Asia-Pacific region and Latin America, areas in which governments are the principal customers (CSA, Canadian Centre for Remote Sensing [CCRS], CRC, IC);
- Support Canadian firms' efforts to maintain access to established markets, to gain access to developing markets dominated by governments (in particular through alliances with local manufacturers), to forge alliances with large foreign prime contractors and to gain entry into emerging international consortia. This will be achieved through strategic information; technology-development funding; export financing; procurement; the regulatory framework; promotion of Canadian capabilities abroad; and training and education (CSA with CCC, CCRS, EDC, Canadian International Development Agency - Industrial Cooperation Program [CIDA INC], IC, DFAIT);
- Foster, where appropriate, greater co-ordination and co-operation among Canadian companies in their efforts to win foreign contracts and penetrate foreign markets (CSA, DFAIT, IC);
- Work with RADARSAT International and Canadian value-added earth-observation companies to maintain Canada as the premier global commercial supplier of satellite radar imagery and information products (CSA, CCRS, DFAIT, IC).

Intelligence

- Develop long-term analyses and assessments of market, industrial and technological trends and opportunities, including reports on the space industries and activities of key countries, and distribute regularly to the Canadian space industry (CSA, DFAIT, IC);
- Distribute these analyses and assessments to technology-development managers within the Canadian Space Agency, in the context of the dialogue between technology-development managers and industry (CSA);

- Develop, in consultation with industry, better mechanisms and practices for gathering and disseminating strategic and timely information concerning procurement opportunities, strategic alliance opportunities, and the activities of the Canadian space industry's competitors around the globe, including making use of embassies and consulates in priority markets (CSA, DFAIT, IC).

Broadening the Export Base

- Continue a consultative process with the space industry's SMEs to develop support mechanisms and initiatives tailored specifically to fostering growth in SMEs' exports (CSA, IC).

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