

- ***Some industries have been targeted to benefit.*** It may be that the electronics, aviation and maritime/shipbuilding communities will benefit in 1996 and following years from specifically earmarked programs. For example:
  - U.S. Navy cruisers will be *modernized* to add another 15-20 years life.
  - A follow-on to U.S. Navy's Seawolf or Improved Seawolf is planned.
  - More B-2s, C-17s, F-16 C/D and F-15E are planned for the Air Force; the prime contractors will competitively acquire equipment and services.
  - The U.S. Navy may term 1996 the year for Force Modernization, funding R&D on new or emerging systems and their subsystems.
  - The U.S. Army and Air Force are intent on developing a Theater High Altitude Defence System, and improved Patriot system. The U.S. Navy plans a shipboard theater-wide missile defence system. Both will have price tags in the billions.

### **Buy American Act Not a Hindrance to Canadians**

The Canadian firms that team with U.S. firms on mutual defence programs cannot be excluded from U.S. contracts via the Buy American Act's contract clause, when you jointly develop the concept and plan for conducting the contract with a team of U.S. firms/Canadian firms. Trade shows offer an excellent way to assess the marketplace, get on teams and gain market intelligence within the DoD arena.

### **Know Your Objectives**

You can get the maximum from each marketing dollar in the U.S. market by establishing clear long- and short-range goals. A five-year marketing plan and an annual marketing plan mutually support your selection of which trade shows to attend. You can add/delete/change trade shows as you gain experience and more closely define your objectives.

At the center of the U.S. Government marketplace today is a spectrum of trade shows known variously as symposia, colloquia, meetings and conferences in which Canadian firms can selectively participate in and benefit from the essential "Big Three" trade shows. Despite the downturn in new, large American defence procurements, there are still many slowly evolving procurement opportunities, particularly within the high-tech and mid-level technical fields. These are sponsored and funded by the Department of Defence (DoD) and its three major military services, the U.S. Army, U.S. Navy and U.S. Air Force. Not coincidentally, each of these "Big Three" military services has its own massive annual trade show, averaging 8,000 to 10,000 attendees and several hundred exhibitors spanning the information technology, aerospace, maritime, armaments, security equipment, hardware and services markets. There is a great deal of exchange and interplay among the Department of Defence (DoD) industrial