

Marketing feasibility studies will normally be associated with the early stages of Development and Source Establishment project and the outcome of the studies will be a factor in determining the continuation of such projects.

Marketing feasibility studies may be carried out at the discretion of the applicant requesting program support depending on the adequacy of its marketing resources, or delegated to an appropriate marketing consultant.

Who May Apply - Any corporation institution co-operative, association partnership or individual wishing to undertake a project in Canada related to the development manufacture or support of defence related products.

FOR FURTHER INFORMATION on DIPP call Aeronautics and Defence Electronics Branch at (613) 954-3526, Space Systems Branch at (613) 954-3779 and Shipbuilding, Marine & Land Defence Systems Branch at (613) 954-3148.

SPACE SYSTEMS

The Canadian government views the space industry as a key strategic industry and continues to be strongly committed to its development through such federally assisted programs as the Defence Industry Productivity Program (DIPP) of ISTC, the Space Industry Development Program of Communications Canada, the Industrial Research Assistance Program (IRAP) of the NRC, to name a few. These programs assist the industry in developing spinoffs from space expenditures.

Because of Canadian industry's dependence on export markets, the trend towards commercialization is a welcome development. The Canadian government recognizes the importance of the Canadian industry and is supporting its quest for commercial opportunities and export markets. Government initiatives, such as sharing R&D costs with Canadian space companies help develop the Canadian subcontractor and supplier base and encourage companies to undertake activities in robotics, artificial intelligence and electro-optics. The Canadian government both as a purchaser at home and as an

export promoter abroad has helped Canadian space companies sell into export markets in the space industry in the past and will continue to do so in the future.

Prospects for the Canadian space industry are good, particularly in communications satellite systems and in sensors and processing equipment for remote-sensing satellites. Canadian companies are also exploring new market opportunities for terrestrial applications of technologies originally developed for use in space. In the future, material processing in space (such as manufacturing high-quality drugs, alloys and crystals) may become commercially attractive. The Canadian government is attempting to position its industry to take advantage of these opportunities.