

How to Use This Guide

We do not presume to know your firm's specific interests and goals for growth in 1996. We arranged the guide so that you can systematically search for the trade shows that interest you.

Your budget for trade shows will indicate how many you can afford to attend. If you have a question about a particular trade show, call the contact person for that show directly, or refer your question to Rich Malloy, Commercial Officer, at the Canadian Embassy (202) 682-7744.

Trade Shows Are an Essential Part of DoD Marketing

The DoD marketing community and business development culture have made U.S. DoD trade events the crossroads of the industry. It is essential to attend those key trade shows where your segment of the market is active. Many U.S. firms build their marketing strategy around the trade show circuit, meeting, assessing and teaming on a stream of opportunities.

Watch the Bucks: There Are New, Major Areas of Emphasis in U.S. Defence Spending

As you watch U.S. defence appropriations, it will be clear which programs the U.S. Congress wants to reinstate or enlarge. Here are a few facts about new defence spending for 1996.

- ***Downsizing, Rightsizing and Base Closures are essentially complete.*** It may take a few more years to actually close down selected facilities and retire or out-place personnel, but the fundamental intent is nearly complete. Also, the U.S. Congress has mixed feelings about downsizing, like Representative G.V. Montgomery who said, "We have cut too much too fast." This year's Senate wanted to *add* \$60 billion to President Clinton's budget, largely for *big ticket weapons* like the B-2 bomber.
- ***Modernization and upgrades are the key words in the U.S. Defense Department.*** Having eliminated old and poor equipment and systems, it is now incumbent on the military to keep the new equipment operating at maximum efficiency. This translates into periodic infusions of *new technology* to assure *force modernization* with continuous *upgrades* to hardware and software.