

## Atlantic provinces — continued from page 1

By the looks of things during the last two days, we're very optimistic this visit will be just as positive."

Over 80% of Atlantic Canada exports are destined for U.S. markets. Exports create one out of every three new jobs in Atlantic Canada, and for every \$1 million in exports, 8 to 11 full-time positions are sustained.

One of the scheduled sessions provided business representatives from Team Canada Atlantic with information on how to access U.S. government procurement contracts. Another session hosted by the Canadian Embassy in Washington focused on business process outsourcing. This event provided an important opportunity to position Atlantic Canada as a competitive, skilled and low-cost location for

growing U.S. companies—particularly those with a technology and innovation agenda.

TEAM CANADA  
ÉQUIPE CANADA



ATLANTIC  
ATLANTIQUE

One afternoon roundtable focused on the commercialization of new technologies and highlighted successful models involving innovation and technology commercialization from the Washington area. The roundtable was attended by Atlantic Canadian government officials and senior U.S. executives from the Washington area.

### Missions with a history of success

Team Canada Atlantic missions are designed to increase trade and attract foreign investment to Atlantic Canada

through strategic initiatives targeted at select U.S. markets. The missions introduce export-ready firms to international markets and provide experienced exporters with the opportunity to explore new markets.

Since the Team Canada Atlantic program began in 1999, there have been a total of nine trade missions to the United States, including this latest mission to Washington. These missions have enabled more than 300 Atlantic Canadian firms to meet with over 2,300 buyers, agents and business owners from across the United States, helping to generate \$20 million in short-term sales and more than \$115 million in long-term sales.

Team Canada Atlantic partners include ACOA, the Atlantic Canada World Trade Center, Foreign Affairs Canada, International Trade Canada, Agriculture and Agri-Food Canada, Industry Canada and the governments of Prince Edward Island, Nova Scotia, New Brunswick and Newfoundland and Labrador.

For more information, go to [www.teamcanadaatlantic.com](http://www.teamcanadaatlantic.com).

## Market access report

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"Since an estimated one out of every four jobs in Canada is linked to exports, our social and economic prosperity relies on our success as a trading nation," said Minister Peterson. "As we build a strong 21st-century economy, we will continue to build on our successes and work to reduce and eliminate barriers to goods, services and investment in key foreign markets."

The report outlines significant market-opening results achieved by the government in 2003, in particular in Canada's largest export market, the United States. These results encompass the opening of

new consulates in the U.S. last year under the Enhanced Representation Initiative and expanded bilateral cooperation on the Smart Border Action Plan.

"Canada will continue to work to ensure that the world's markets are open to Canadian businesses," added Minister Peterson. "We will accomplish this bilaterally, regionally and multilaterally, while advancing World Trade Organization objectives."

This report is available at [www.dfait-maeci.gc.ca/tna-nac/cimap-en.asp](http://www.dfait-maeci.gc.ca/tna-nac/cimap-en.asp). Paper copies are also available from International Trade Canada by calling (613) 944-3316.

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## Farnborough International 2004

**Farnborough, England —** July 19-25, 2004 — Held biennially, **Farnborough International** is one of the world's leading aerospace and defence trade exhibitions. At the event in 2002, orders valued at \$12.6 billion were announced and more than 1260 exhibitors and official representatives from 32 countries attended. Participation in FI2004 is seen as critical to establish and maintain contacts in the global aerospace market and to obtain information on new programs in development.

Canada will have a significant presence at FI2004. A Canadian Pavilion is being organized under the auspices of the Aerospace Industries Association of Canada in collaboration with the Trade Team Canada Aerospace and Defence (TTCS) sector team (a partnership between industry and government). Canada will also have a Chalet at the show—joining the ranks of major corporations with such a presence. The TTCS will host industry briefings by major Original Equipment Manufacturers (OEMs) for Canadian exhibitors. In addition, a series of networking sessions for company representatives from targeted countries (U.S., France, U.K and Japan) will take place at the Chalet, allowing Canadian exhibitors to network with potential partners.

Trade Team Canada Aerospace and Defence's Market Information and Intelligence (MI/I) program is supporting Canadian involvement in FI2004. The Boeing 7E7 commercial aircraft program will be one of the main key market intelligence topics of this year's Trade Team MI/I program. The MI/I program involves collecting relevant and strategic information and intelligence on foreign aerospace partners and suppliers to the 7E7 program and disseminating it to the Canadian industry. Its aim is to increase the Canadian industry's knowledge of international business opportunities and in turn help make them more competitive.

The 7E7 is the newest aerospace platform in the world market for large commercial jet transports. The 7E7 supply chain is beginning to unfold. Major 1st-tier airframe/structures suppliers have already been selected, and Boeing has completed 70% of the selection of primary systems suppliers for the 7E7.

Opportunities for Canadian aerospace companies to supply aircraft components and systems are available at the 2nd, 3rd and 4th-tier level of the supply chain. It is crucial for Canadian companies to position themselves early in the 7E7 program as the supply chain unfolds. Boeing

and its partners are targeting sub-contractors that have the ability to design, build, integrate, test, certify and support components, parts, sub-assemblies and systems. Canadian export-ready aerospace companies should contact the *Trade Commissioner Service* when pursuing subcontracting opportunities with 7E7 airframe/structures and systems suppliers. The *Trade Commissioner Service* has over 500 trade officers working in more than 140 trade offices worldwide, including in the U.S., Japan, France, the U.K, Australia and Italy, where the majority of 7E7 suppliers are based.

For more information on the 7E7 program, see Market Insight Report - 7E7 at [www.infoexport.gc.ca](http://www.infoexport.gc.ca); or contact Jeff Rochon at the Aerospace and Automotive Branch - Industry Canada at [rochon.jeffrey@ic.gc.ca](mailto:rochon.jeffrey@ic.gc.ca) (613-954-3400).

For more information on Canadian activities at the show, please contact Brian Botting at the Aerospace and Defence Trade Team Canada Secretariat, tel.: (613) 954-3328; e-mail: [botting.brian@ic.gc.ca](mailto:botting.brian@ic.gc.ca); or Nancy McNiven at the Canadian High Commission in London, e-mail: [nancy.mcniven@dfait-maeci.gc.ca](mailto:nancy.mcniven@dfait-maeci.gc.ca).

Additional information on the show itself can be found at [www.farnborough.com](http://www.farnborough.com).

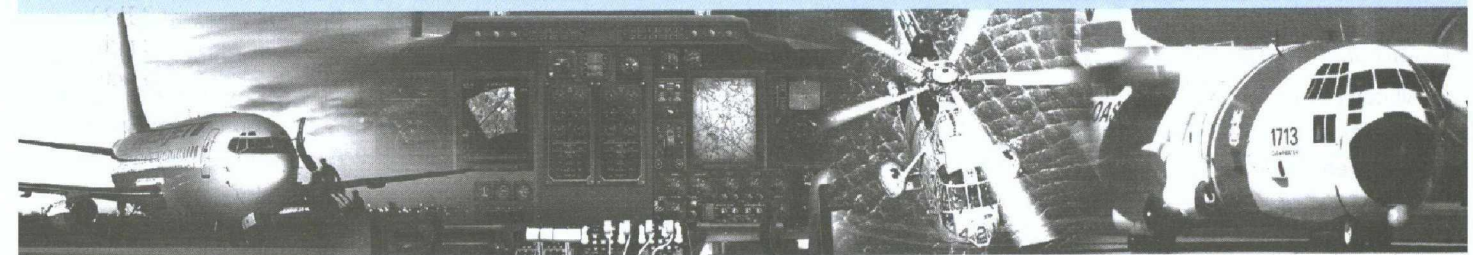


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