

CANADIAN COMPETITIVE STRENGTHS:

Canada's Remote Sensing and GIS industry sector is, in general, competitive with the rest of the world. This includes product quality, reputation for offering state-of-the-art technologies, efficient after-sales service, on time deliveries, good training programs for end-user personnel and willingness to enter into joint ventures with foreign firms.

In the technical sense the sector excels in radar surveying, both airborne and satellite, ground receiving stations, development of optical sensors, image analysis and interpretation and GIS.

The sector, in general, is less competitive on prices and on financing terms it can offer the end-user.

This industry is one of the three truly competitive Canadian advanced technology sectors. To a large extent this favourable position was achieved through a successful partnership between government and private sector over the last 25 years or so.

Remote Sensing and GIS are synergistic in the export markets. Expertise and goods and services in these two fields may be used to secure orders in other areas of geomatics, such as Surveying and Mapping.