

SECTOR: Defence Programs, Products and Related Services

SUB-SECTOR: SECURITY EQUIPMENT

Officer: P.-A. Rolland

U.S. Market Opportunities: Canadian exports of security equipment to the U.S. in 1989 were estimated at \$40 million, representing less than one percent of the \$5 billion U.S. market for security products. This market encompasses equipment, materials and services used for the protection of sensitive or valuable capital equipment from vandalism or theft; the prevention of trespassing on private property or in potentially dangerous areas; the prevention of assault and the kidnapping of individuals, and the prevention of economic crime. Growth in this market is expected to take place in military/police/law enforcement sectors, particularly in relation to drugs and terrorism, and in civilian sectors such as transportation (Airport security) and industry (Protection of premises, senior executives, computer crime).

Canadian Capabilities: The Industry includes 100 small-to-medium sized manufacturers. Many companies are already involved in computer-related product development (hardware and software) or communications, specializing in products such as electronic detection equipment, surveillance and communications systems, anti-shoplifting devices,; perimeter protection systems; remote-controlled vehicles and bullet-proof furniture and glass partitions.

Strategy: - To increase market share through promotion of technologically sophisticated new entrants to the market at Information Booths at selected national trade events.

- To increase sales of Canadian firms already active in the market through National Stand support and direct mail advertising.

- To promote awareness of U.S. market opportunities among Canadian suppliers through increased domestic publicity.