

DRAFT

INTERNATIONAL MARKETING STRATEGY

PRIORITY SECTOR: GEOMATICS

PURPOSE: To focus and enhance trade development in support of the remote sensing and GIS sector.

SECTOR DESCRIPTION:

- Ground Receiving Stations & Data Distribution
- Value Added Systems and Services
- Geographic Information Systems

Note: Remote Sensing Satellite Systems, Sub-systems and hardware are not within scope of this sector. Mapping and Surveying Sub-sectors are also not within the scope of this study.

Canada is a major supplier of Ground Receiving Stations. The other major players are France, Japan and the United States. The latter three countries are also major suppliers of satellite remote sensing data.

In this sub-sector the main strength of Canadian industry is its system integration capability, which allows our companies to compete in export markets. The majority of component parts of systems developed in Canada are sourced from abroad. These components are antennas, computer hardware and data storage hardware.

The other competitive offerings of Canadian firms include software for data assimilation and real-time extraction, high speed image processing and high capacity data storage systems.

Canada's contribution to global data acquisition, processing and distribution will undergo a significant change with the launch of Radarsat in 1994/95. Formation of Radarsat International Inc. has strengthened domestic capability in data links and has further contributed to making Canada a major player in world remote sensing community.