

I. Introduction

Third Edition Update, 1996

This is the third edition of the guide to defence-related trade shows and conferences produced by the Embassy. This version incorporates major defence, aerospace, marine, information technology and security shows across the U.S.A. and in selected international cities when the events are sponsored by a U.S. association. The guide also includes some law enforcement shows and symposia, when they overlap with defence events. For a more detailed listing of law enforcement events, see the "U.S. Law Enforcement Trade Show Market Guide," available from the Embassy. Unfortunately, so many trade events take place in the U.S.A. each year that we have had to be selective. If we have omitted an event in which you are interested, or have made some other error, please let us know so that we can correct future editions.

Overview

Many commercial opportunities exist in the U.S. defence market for Canadian companies manufacturing world-class products. Despite continued cuts in defence spending, which began in 1986, the U.S. Department of Defense (DoD) budget for the 1996 fiscal year, at U.S. \$242.6 billion, remains the largest in the world, but down \$21.4 billion in only one year. Moreover, billions in DoD funding may be prioritized to conduct peacekeeping efforts in Bosnia, taking money away from procurements. Two-thirds of the budget is allotted for operations, maintenance activities and the procurement of weapons systems and research and development initiatives. Some sectors of the defence market promise strong growth. Canadian firms specializing in security and information systems, simulation and training; environmental clean-up; command, control, communication and intelligence; operations and maintenance and other areas are likely to find an inviting, yet competitive market. Civil engineering projects and environmental clean-up, thought to be active in 1996, are slow getting started and may be underfunded. The law enforcement market and the prison industry are also worth attention.

Washington, D.C. as the Hub for U.S. Trade Shows

Many of the trade shows and conferences listed in this guide are held in the Washington, D.C. area. Washington is home not only to the Pentagon and key decision-makers in the U.S. defence procurement establishment, but also to many U.S. defence-related agencies, such as NASA, NOAA and the Coast Guard, and foreign military missions. Washington is an excellent starting place for Canadian firms wishing to explore and enter the U.S. defence market.