

## **OVERALL GOAL AND SPECIFIC OBJECTIVES OF THE STUDY**

### **OVERALL GOAL**

- To study the procurement strategies of the leaders of the French aeronautics, space and defence systems industry.

### **SPECIFIC OBJECTIVES**

- To describe the activities of the target companies in terms of: volume, product lines, programs, position in the industry, technologies
- To analyse the position of the target companies in terms of opportunities for international partnerships and purchasing abroad, particularly for the Canadian industry
- To determine the key elements in their procurement strategy, particularly the evaluation and selection of suppliers, risk sharing and industrial off-sets.
- To determine for each company the appropriate contact point(s) for achieving product sales for the Canadian industry.