

AUTOMOTIVE

- ▶ **Contributing 14% of GDP**
- ▶ **Exports of \$23 billion**
- ▶ **171,000 jobs**

Canadian automotive assembly and parts manufacturers are competitive on a world scale and command a 17% share of global automotive volumes. Key Canadian competitive advantages include a strong quality record, investments in leading edge technologies and the emergence of some Canadian-based multinational enterprises as major world players. Firms such as Magna International and ABC Group have successfully introduced leading edge technologies on a global basis. The technical research capabilities of firms like B.C. Research Corporation and Ortech International are considered areas of Canadian strength. So too are the technologies of firms such as Ballard and Alcan.

Canadian assembly plants will need to continue targeted efforts to maintain their strong product mandates during the current economic downturn. At the same time, parts manufacturers will be required to keep pace with technology to ensure their competitiveness and maintain and increase their market share.



*Founded in 1947, Quebec-based **Fonderie Poitras Ltée** manufactures engine components, transmission and axle parts for the automobile and transportation equipment markets. In February 2001, the company signed a long-term contract with General Motors in the U.S. that could exceed \$10 million, providing a significant boost to Fonderie Poitras' export successes.*