



States depend on Canadian-made parts. These are manufactured in Canada because Canadian companies deliver superior quality at competitive costs.

While the United States imports new vehicles from Canada, many overseas customers are interested in Canada as a source for replacement parts, accessories, and service and repair equipment. Canadian aftermarket sales and services were valued at \$21 billion in 1995. Canadian firms specialize in garage, repair and diagnostic equipment. Canada also has an extensive tool-and-die sector.

Canadian manufacturers are essential to the highly successful North American automotive industry. Canada's expertise is widely understood and utilized in the United States. Many other countries, including Japan, also appreciate that the Canadian automotive industry is a place to buy and a place to invest. Japanese automaker Toyota recently opened a new engine plant in Canada and is expanding its current assembly plant to a full-scale production plant. Honda, another Japanese automaker, is also expanding its production facilities in Canada.

## AEROSPACE AND DEFENCE EQUIPMENT

Around the world, Canada has earned a reputation for high-quality, innovative products and services in selected niche markets.

Television viewers everywhere have seen astronauts doing intricate manoeuvres outside their spacecraft with the famous Canadian-built robot arm, the Canadarm. This is only one example of Canadian aeronautic success. Other examples include:

- *Bombardier, the parent company of Canadair and de Havilland, is a major Canadian-controlled global aircraft manufacturer. It has the world's largest market share of deliveries and orders for*

**CANADA'S AEROSPACE INDUSTRY RANKS FIFTH IN THE WORLD AMONG EXPORTERS OF AIRCRAFT AND AIRCRAFT COMPONENTS. WITH A GLOBAL REPUTATION FOR EXCELLENCE IN SERVICE, LEADING-EDGE TECHNOLOGY, AND THE HIGHEST QUALITY STANDARDS, THE AEROSPACE AND DEFENCE SECTORS HAVE GROWN TO AN ANNUAL \$11.5 BILLION INDUSTRY. OVER 70 PER CENT OF CANADA'S AEROSPACE PRODUCTION IS EXPORTED.**

30- to 50-seat turboprops and jets. The company has achieved particular success with the Canadair Regional Jet and the new, longer-range, enhanced version of the Challenger Business Jet, the Challenger 604. A new high-speed, 70-seat turboprop, the Dash 8 series 400, was launched in 1996. The Global Express, a new long-range executive jet, will be available in 1997.

- *Bell Helicopter Textron (Canada) designs and manufactures Bell Textron's entire line of civilian helicopters, sales of which account for 50 per cent of the international market.*

- *Pratt & Whitney Canada has a 30-per-cent share of the world market for small gas-turbine engines, which power the world's fleet of regional aircraft, military trainers and helicopters.*

- *CAE Electronics Ltd. is the world's leading designer and manufacturer of sophisticated commercial and military aircraft flight simulators and training devices. These simulators feature the latest technology in areas such as digital motion, control loading and sound systems.*

Canada is recognized internationally for its excellent training capacity. Canadian companies specialize in fields such as flight simulation and air traffic control, diagnostics and pilot training. Canada provides other training and consulting services in air navigation, aviation meteorology, aerial firefighting, airport planning, design, operations, maintenance and management. Canada is also a world leader in airport security products.

Canadian defence firms have developed subsystems and components for specialized markets in which they are world leaders. Canada is particularly competitive in light armoured vehicles, marine systems and platforms, informatics, aircraft upgrade programs, precision optics, robotic systems, explosive and narcotics detectors, shipboard systems acoustics, communications systems, helicopter haul-down systems and avionics.

Many Canadian defence firms have diversified their production so that they have commercial as well as military applications, increasing their export potential and their ability to survive declining global defence budgets.

