Strategic Direction

The continued growth of the AMT sector depends on the development of leading-edge products, through research conducted individually and within domestic and international consortia. These must be coupled with market research and intelligence and aggressive sales efforts in existing and new market areas.

The goal in the AMT sector is to increase shipments by the year 2000 to \$4 billion, through sales to existing markets in Canada and the United States, and through the development of new markets in Europe, Mexico and Asia.

To achieve this goal, the Government, in co-operation with industry, will:

- help companies identify and take advantage of opportunities, emerging markets, technology shifts and potential threats through market observation efforts in the United States, Mexico and Europe. Market opportunity analysis and identification will be supported through the Program for Export Market Development (PEMD), and through market studies funded under the AMT Initiative (IC, Department of Foreign Affairs and International Trade [DFAIT]);
- provide financial support to companies for technology core enhancement and product development, through the AMT Initiative, and through the Industrial Research Assistance Program (IRAP), which is administered by the National Research Council (IC, NRC);
- complete profiles of small- and medium-sized firms with leading-edge technologies that are seeking partnerships abroad. These will be used for technology events both in Canada and abroad, with particular emphasis on Mexico (IC, DFAIT);
- focus in the United States on value-added activities with small- and medium-sized technology-driven firms. This will include

attendance at regional shows, missions of U.S. industrial representatives to Canada, and the development of a comprehensive capability guide for the Canadian AMT sector (IC, DFAIT);

- support AMT research projects by Canadian companies in conjunction with technology institutes and firms in Japan, through the Japan Science and Technology Fund. The fund also supports manufacturing engineer exchanges, and the objective is for five Canadian engineers to undertake work terms of 6 to 12 months in Japanese manufacturing firms (IC);
- promote involvement and provide financial support for pre-competitive research conducted by Canadian firms within international consortia, through the Intelligent Manufacturing System (IMS) program. This 10-year program will involve industry, academia, research institutions and governments. A Canadian regional office will be set up to co-ordinate Canadian participation in IMS projects. Canada's initial involvement will be in five research projects (IC);
- work toward the establishment of a productivity resource centre in Canada like the Fraunhoffer Institutes in Germany (IC, DFAIT).

Further Information

Industry Canada's Manufacturing and Processing Technologies (MPT) branch can supply material relevant to the sector analysis and the "Phase III Implementation Proposal" strategy, as well as a news release dated October 19, 1994, entitled "Canadian to Chair Steering Committee for International Program of R&D in Manufacturing Systems," and "The Year 2000 Report."

Specific information on program elements of the AMT Initiative is available through Industry Canada regional offices.