

advanced transmission technologies.

The electrical equipment manufacturing industry in Canada employs approximately 80,000 people and ships about \$9 billion in products annually, \$2 billion of which are exports. While shipments have declined since the beginning of the Canadian recession, a slow recovery is underway. The industry's productivity and international competitiveness continue to increase substantially and export levels are increasing.

Manufacturers can be divided into two categories: small, Canadian-owned firms producing specialized products for niche markets and larger foreign-owned multinational companies. The most successful exporting subsidiaries have world product mandates.

Canada has developed an international reputation and image as a reliable supplier of high quality products with the most advanced technologies. Canada is most competitive in custom made and specialty electrical products, especially larger generation and transmission equipment including:

- hydro generators and turbines;
- power plant ancillary equipment;
- custom specialty electrical products and systems;
- boilers;
- nuclear reactors and associated equipment for nuclear plants;
- medium and large power transformers;
- shunt reactors;
- medium and high voltage capacitors;
- specialty wire and cable;
- protection equipment;
- control equipment;
- engineered substations;
- supervisory control and data acquisition equipment (SCADA).

Alternative energy sources (solar, wind, fuel cells, etc.) are also drawing renewed interest. Subsectors involved in energy savings and improved system efficiencies are growing rapidly.

### *Canada's Competitive Advantages*

As a result of improved energy efficiency and conservation in Canada, there is a reduced demand for utilities and private operators to add additional capacity. Therefore, Canadian companies are looking at marketing their expertise to countries such as India where there is a large demand for additional generating capacity and the installation and upgrading of transmission and distribution systems.

Canada and Canadian firms have a good reputation in India. Many of Canada's