

New England's defence and high technology industry is weathering the climate of economic uncertainty well and its business community continues strong. Approximately 8 per cent of the area's total work force is employed in the high technology sector. Massachusetts is encouraging more companies to become involved in high technology and is considering construction of a high technology training centre.

New England's large and accessible market should not be overlooked by Canadian suppliers of high technology systems and components.

Canadian firms can penetrate this market by: (a) bidding on prime contracts issued by various Department of Defence procurement agencies or through solicitations received from them by the Canadian Commercial Corporation (CCC); and (b) by selling to U.S. companies that have been awarded prime contracts. The Trade Commissioner responsible for defence can provide information on bidding procedures as well as assistance in identifying potential companies. Also, detailed information on Department of Defence procurement procedures can be found in the following publications, which can be purchased from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402, U.S.A.: "Selling to the Military," (stock no. 008-000-00345-9); and "Doing Business with the Department of Defense — A guide to foreign firms".

Another area of potential opportunity for qualified Canadian firms is in co-operative research programs, under whose terms Canadian firms can develop equipment for use in the United States. Funding is 50 per cent Canadian and 50 per cent U.S.

Information on marketing to the U.S. Department of Defence and U.S. Defence Contractors, and on the Canada-United States Defence Sharing Arrangements, can be obtained from:

Director, U.S. Division (DDU)
Defence Programs Bureau
Department of External Affairs
Ottawa, Ontario
K1A 0H5

As previously mentioned, the CCC receives bid packages from the procuring military agencies, and thus suppliers should contact the CCC to obtain informa-