At C$10 billion sales it employs 55000 skilled workers and is the 6th largest in the world. The industry also projects a healthy growth of 43% from 1995 to 1998. Strong export performance suggests that the Canadian sector is globally competitive in a marketplace which is becoming more and more challenging.

The industry's owes its success to its focus on becoming the best-in-class in selected niche product areas. Examples of Advanced technology niches include satcom antennas, simulation equipment, aircraft environmental systems, business and regional aircraft, landing gear, and composite components. To remain at the leading edge of technology, the industry invests over C$1 billion annually into research and development. Canada also has a unique defense trade relationship with the United States dating back to World War II which facilitates technology exchange and access to the world's largest and most advanced aerospace and defence market.

The industry's strength is also attributed to the Canadian business climate which is blessed with an effective education system to provide highly skilled labour, favourable exchange rates, and world class infrastructure to enhance international competitiveness.

Airbus Industrie

With annual turnover of US$5.5 billion and a formidable product portfolio, AI has achieved approximately 30% market share of airliners seating more than 100 passengers. AI integrates the design and construction competencies of Europe's premier aerospace firms by leading and coordinating the definition, design and production of the Airbus product range of aircraft and performing all marketing, commercial negotiations, financing and product support functions as a single point of contact for commercial airlines.

- Formed under French law in 1970 as a "Groupement d'Interet Economique". AI is jointly owned by Aerospatiale of France (37.9%), British Aerospace Operations Ltd. (henceforth BAe Airbus) of the United Kingdom (20%), Construcciones Aeronauticas, S.A. (henceforth CASA) of Spain (4.2%) and Daimler Benz Aerospace Airbus (henceforth DASA) of Germany (37.9%)

These four partners have dual roles as both owners and industrial participants, carrying out most of the design and all aircraft manufacturing and assembly, while the entire effort is coordinated and managed by AI.

Having developed a family of seven technically sophisticated designs, AI has delivered aircraft to 110 customers worldwide. Recent sizable sales to Air Canada suggest that 75 of its fleet of 129 aircraft will be European jets, making it Airbus' largest penetration of any North American carrier thus far.