

space agencies, has access to valuable market intelligence as well as key decision makers in the international government space community.

The Working Group will ensure that detailed information is provided to the Canadian space community regarding the services provided by the Government, such as international contracting assistance through the Canadian Commercial Corporation (CCC) and export financing through the Export Development Corporation (EDC).

A key priority of the Working Group for the coming year will be the identification, collection and dissemination of intelligence about priority markets. This includes broad-based but specific activities such as:

- production of information on national space and technology development programs;
- publication of a list of key decision-making contacts in national space and space-related agencies, public and private space firms and research laboratories;
- identification of sources of general or specific market research and intelligence on target countries.

In addition to the collection and dissemination of general intelligence, mechanisms must be improved for accessing and delivering more detailed, comprehensive and timely intelligence required by space firms for specific projects or procurements.

Another key priority activity starting next year will involve a series of public and private initiatives in support of space-based remote-sensing market development. In the wake of the 1995 launch of RADARSAT, RADARSAT International will undertake a major worldwide promotional effort to sell data and sign reception agreements. Canadian space- and ground-based RADARSAT suppliers will want to use the profile of the launch to promote their products. Canadian value-added companies will be encouraged to participate in the market-promotion and market-development activities to gain early advantage in overseas radar-

based remote-sensing markets. RADARSAT is an important government initiative, and its operational and commercial success will be a key theme over the next few years.

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