

E-Systems, ElectroSpace Systems, General Dynamics, Rockwell International, Standard Manufacturing, Texas Instruments, UTL, Varo, and Vought have transactions with the Defence Department for millions of dollars annually.

Two air logistics centres in the area, Tinker Air Force Base in Oklahoma, Kelly Air Force Base in San Antonio, are large procurement bases for the United States Air Force. Both centres provide worldwide logistics support for a variety of weapon systems and both manage a large family of specific aircraft engines in addition to other major responsibilities.

The Dallas-Fort Worth area alone has about 5 per cent of the total aerospace jobs in the country, with some 50,000 people employed directly and another 50,000 employed indirectly. Industry sales have risen from \$38 billion in 1980 and could reach \$75 billion by 1985 and \$100 billion by 1990.

The Canadian Image

Canadian suppliers can take advantage of the fact that many U.S. firms do not regard Canadian products as "foreign," and consequently buy and invoice them through domestic purchasing departments. Proximity to Canada, coupled with personal and corporate connections, can help attain competitive transportation costs and delivery times. Nonetheless, it is necessary to expend full marketing efforts to establish acceptance of the Canadian product on the basis of design and quality.

Before selling to the United States, Canadian companies should be prepared to:

- 1) pursue business on a continuing basis;
- 2) make the first impression a positive one, to a degree they might not consider important in Canada;
- 3) quote, deliver and follow up aggressively in competition with U.S. suppliers.

The Initial Approach

The best introduction is a personal visit. A representative or distributor may be appointed later but, initially, large-volume buyers prefer to meet their prospective suppliers personally.