

exports highly sophisticated equipment, it is looking mainly for high technology products and services. Penetration of the French market often requires an association with local companies through joint agency agreements, joint development, coproduction or other types of strategic alliance. In addition to the requirement for a product with comparable advantages (i.e. new technology, superior quality, competitive price) it is essential for business executives to make a sustained effort to become known, in order to penetrate the French market. This marketing aspect normally requires major financial resources and an effort in terms of time.

There are therefore opportunities for the supply of equipment on the basis of cooperation or subcontracting where Canadian firms satisfy the following conditions: they contribute a specific added value in terms of technology or North American business presence; they have an aggressive approach upstream of programs; they are capable of benefiting from keenly negotiated industrial offsets, or assume a portion of the contract giver's program overheads to be written off over production runs; they share R&D costs or provide customers with local service and technical assistance. In the case of the defence market, the DGA (Direction générale de l'armement) is the government agency responsible for defining equipment requirements and purchasing materiel for the French Armed Forces, and the procurement process, whether public or private, remains complex with a requirement to observe specific rules; practical support can be provided by the official services of the mission.

C. Activities

i) Business information, summary notes and economic analyses on the aerospace industry and the defence sector (for the industry, SMEs, trade associations and representatives of these sectors) are available on the Web site (<http://www.dfait-maeci.gc.ca>).

ii) A study of the major French aerospace systems manufacturers will be updated and the analysis of the purchasing policies of Airbus group European partners will be completed.

iii) Embassy of Canada services will promote participation by the Canadian industry and trade associations in the forums providing special opportunities for meetings and discussions with a view to identifying regional and industrial business partners and monitoring the evolution of European standards and technical certifications.

iv) Embassy of Canada services will organize a mission of French buyers responsible for subcontracting in aerospace operational centres, to allow them to continue their meetings with more specifically targeted Canadian SMEs. Recruitment will be in consultation with the newly established AERO-PME committees of the Groupement des industries françaises de l'aéronautique et du spatial (GIFAS), and the economic partnership centres of the most dynamic chambers of trade and industry. Participating provinces wishing to organize seminars and industrial meetings can obtain the assistance of Trade Team Canada for coordination purposes, since follow-up of contacts requires several negotiating stages justifying government support (this applies to sponsorship of solo shows by Canadian equipment manufacturers in France and Europe).

Promotional and international events, seminars and study days

Aerospace industries suppliers forum (Pontoise, October 2000, biannual).

Forum on air traffic control and evolution of European regulations (ATC, Maastricht, February).