

TRANSPORTATION

Global Aerospace Corporation

Mississauga, ON

www.globalaerospace.com

Global Aerospace Corporation's advice to new exporters is: *"I believe the most effective means of marketing and pursuing international markets is to attend international trade shows and to hire an international company or person to sell your product. When attending a trade show, it is vital to your success that a plan and schedule be developed in advance. Schedule your appointments with the companies you will visit and bring your company objectives to the trade show."*

What does Global Aerospace Corporation do? Global Aerospace Corporation, located at Toronto's Pearson International Airport, is Canadian owned and operated. Global Aerospace provides aircraft component overhaul, exchange and lease capabilities for hydraulic, pneumatic, mechanical and electrical components. Customers include both domestic and foreign operators that maintain commercial, commuter and military aircraft.

What is Global Aerospace Corporation's experience in exporting? Global Aerospace's reputation in the aerospace industry attracted its first international client. Starting with a client in Norway seven years ago, Global Aerospace has built a strong European customer base by means of word of mouth (reputation), direct mail, cold calls and attendance at trade shows.

Communication with its customers and employees has been Global Aerospace's key to success.