

Flying high in London

## Canadian aerospace success

Canada's impressive aerospace capabilities were showcased for the world's most influential industry leaders at **Farnborough International Air Show (FIAS) 2002**, held in London, England this past July. FIAS is a major event for the aerospace sector, alternating yearly with the **Paris Air Show** as the global marketing event for this industry.

In recognition of the importance of this show for the aerospace and defence industry, Canada pulled out all the stops to showcase our world-class technology and to highlight the many companies that make up the third largest aerospace industry in the world, behind the United States and the European Union.

### Aiming high

The goal at FIAS was to position Canada as an industry leader in one of the most high-tech, high-value industries in the economy.

Increasing Canadian aerospace opportunities for global partnerships in research and development, manufacturing, training, and the supply of world-class systems, components and specialised services was central to Canada's presence at FIAS.

### Canadian presence

Canada's campaign at FIAS was supported by the visit of three federal Ministers (David Collenette, Minister of Transport; Allan Rock, Minister of Industry; and Pierre Pettigrew, Minister of International Trade), three Members of Parliament (Georges Farrah and Robert Bertrand from Quebec, and Wayne Easter from P.E.I.) and five

provincial Ministers (Jim Flaherty, Attorney General and David Turnbull, Associate Minister of Enterprise, Opportunity and Innovation from Ontario; Pauline Marois, Deputy Premier and Minister of State for the Economy and Finance, and Lucie Papineau, Minister for Industry and Trade from Quebec; and from Newfoundland, Justice Minister and Attorney General, Kelvin Parsons).



Aerial shot of planes at Farnborough 2002

All Canadian officials undertook proactive meetings with Canadian and foreign clients and investment prospects to support industry efforts in their international endeavours. Ministers Collenette, Rock and Pettigrew had full programs both on and off-site and engaged in a multitude of meetings with Canadian and foreign clients as well as with a number of prospective investors.

In addition to the strong government presence, our corporate presence at the show was also significant. Despite the downturn in this sector of the economy, corporations came out in big numbers.

The more than 60 participating Canadian companies — a record number — were either with the Canadian pavilion directly (35), on their own, or were part of their foreign headquarters' stands. Overall, more than 1,200 companies from 35 countries exhibited at the show which attracted close to 150,000 visitors.

## EUROPE

### Results

The global economic downturn and the lingering effects of the attacks of September 11 have greatly affected the global aviation and aerospace industries. Nonetheless, Canada's presence at FIAS 2002 was stronger than ever.

While there were fewer sales announcements this year than in previous years, Bombardier did sell three CRJ200s, two CRJ700s (with options for two more CRJ200s) and a Learjet 40. Bombardier also launched the six to seven passenger Learjet 40 for service entry in 2004 and an eight passenger Learjet 45 XR for service entry in mid-2003.

### World aerospace leader

Canada's success in aerospace owes much to three underlying factors: a highly skilled and motivated workforce; a strong economic background; and a firm commitment to research and development investment.

Over the last decade, aerospace industry sales in Canada doubled, reaching in excess of \$23 billion in 2001 (over 75% of which was exported), and creating 40,000 new jobs. In 2001, Canadian aerospace firms employed approximately 85,000 Canadians in high-quality, above-average paying jobs. Canadian companies are global market leaders in regional aircraft, business jets, commercial helicopters, small gas

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## World Education Market Top marks in Portugal

A group of 20 Canadian education and training technology companies and institutions participated in the Canada Pavilion at the **World Education Market (WEM)**, held in Lisbon, Portugal from May 21-24, 2002.

WEM attracted more than 2,000 participants from 70 countries, including senior executives and government officials, international agencies, school systems, training and content providers, publishers, television and video producers, satellite, telecommunications and cable companies and the computer software and hardware industries.

The Department of Foreign Affairs and International Trade (DFAIT) coordinated an interdepartmental working group with Industry Canada and Canadian Heritage to organise the Canada Pavilion at WEM.

The 20 exhibitors were an excellent mix of universities and colleges, national education associations and private sector companies. These exhibitors represented a wide range of on-line educational products and services

including e-learning solutions, innovative on-line curriculum, multimedia, learning content management systems and teacher training directed at clients in the educational, corporate and government sectors.



The Canada Pavilion at WEM in Lisbon, Portugal

Robert Vanderloo, Canada's former Ambassador to Portugal, hosted two networking receptions to facilitate contacts between the Canadian exhibitors and Portuguese universities and IT companies.

### Canada Pavilion effective

The Canada Pavilion at WEM accomplished what it set out to achieve: brand Canada as a leading supplier of world-class education and training by providing a highly visible, unified Canadian presence. The Pavilion

provided considerable opportunities for Canadian exhibitors to network with potential foreign buyers/partners, and served to build a solid "Education Team Canada" spirit by enabling Canadian firms and institutions to liaise among themselves and form new alliances and potential trading partnerships.

WEM also generated interest among exhibitors in working with the federal government to ensure a strong Canadian presence at future education and training trade shows and other events.

### Positive results

Many exhibitors reported that they are currently following up on potential contracts, export licensing and distribution agreements, and direct sales as a result of their participation in the Pavilion. As

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## Farnborough

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ASCO says it is delighted by the very warm reception it has received so far from all levels of government in Canada, along with the valuable information and support from the Trade Section at the Canadian Embassy in Brussels. ASCO is enthusiastic about opening a Canadian production site, which would create opportunities for expansion into North American and international markets.

With an 85% share of the world market in metal aerospace components for specialized applications, ASCO estimates that it will invest some \$50 million in the Montréal area, creating approximately 100 jobs. Bombardier is already a major client.

**For more information** on this project, contact Paul Desbiens, Counsellor (Commercial/Economic), Canadian Embassy in Brussels, tel.: (011-32-2) 741-0622, fax: (011-32-2) 741-0606, e-mail: paul.desbiens@dfait-maeci.gc.ca

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turbine engines, flight simulation, landing gear, and space applications.

### Future of aerospace

Farnborough International proved to be an excellent venue to position Canada as a world-leading provider of aerospace solutions and is a perfect example of the power of a Virtual Trade Team Canada working collaboratively towards a common goal.

**Farnborough International 2004** will be held from **July 19 to 25, 2004**, in London.

**For more information**, contact Sylvia Cesaratto, First Secretary, Canadian High Commission, London, tel.: (011-44-20) 7258-6600, e-mail: sylvia.cesaratto@dfait-maeci.gc.ca Web site: [www.farnborough.com](http://www.farnborough.com)