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### 3.1 Aircraft Repair and Overhaul

*The findings in this section are based on the results of focus group and interview research. The term "participants" describes respondents from both methodologies.*

#### **Purpose of the publication**

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To focus and enhance trade development support for the aircraft repair and overhaul industry.

#### **Overall Impressions**

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Participants acknowledged and appreciated the effort by the Department to provide the industry with information that could help facilitate their exports. An indication of the usefulness with which they viewed this publication was that many wondered why they had not received this publication before.

There was a general consensus that the information in the GMOR<sup>2</sup> was very useful although participants found the publication difficult to read.

Participants particularly liked the detailed information on each country. However, there was acknowledgement that if one was already exporting, one was already aware of this information. It was felt that this may be of more interest to smaller and medium sized companies because the larger companies have their own database. Participants believed that the publication must have been written by a person knowledgeable of the industry.

#### **Export snapshot**

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Some participants noted that the Canadian market was small and static. For most participants, exports represented the lion's share of their business. Many felt it was growing in importance.

In terms of export markets, participants mentioned they were exporting world-wide. However, the U.S. market appeared to dominate. Joint ventures were common. This seems to

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<sup>2</sup> The Aircraft Repair and Overhaul Sector was developed as an export strategy and not as a GMOR.