

- Canada's space-related trade promotion activities abroad are carried out under a kind of "Canada Inc." umbrella, with the Canadian Space Agency playing a much more active role as lead agency
- trade fairs and missions in the space sector are organized and directed at specific priority markets, with specific objectives in mind
- small and medium-sized enterprises (SMEs) are properly consulted and invited to participate in all promotional activities
- there is greater sharing of market information and intelligence between posts abroad and industry, and possibly between large-sized exporters (LSEs) and SMEs (this could include how to do business in country X, sharing information on risk assessments, local agents and financing alternatives, and joint marketing alliances).

To properly assess markets and plan promotional activities, more detailed information/intelligence is required for various priority markets.

**ACTION ITEM:** For each priority non-U.S. market, DFAIT, Industry Canada and the Canadian Space Agency will work together and with posts abroad to document:

- "a guide on how to do business in the space sector in country X" that includes a summary of the current national space programs
- a list of the key contacts in the national space and space-related agencies and the public and private space firms and research labs
- a guide on how Canadian companies should proceed in order to get business or seek out partnerships in that country
- information on the sources of general or specific market research and intelligence on the space sector that would help Canadian companies better understand the economic, political and industrial aspects of each country.

As well, space firms will be invited to participate in a potential Asia-Pacific Technology Image Initiative to improve Canada's image in this part of the world as a supplier of advanced products and services. The Working Group will seriously assess the merits of a Canadian space mission to Japan to follow up on previous initiatives. For Europe, specific initiatives will be directed at pursuing technology exchanges or joint-venture arrangements with countries that complement Canadian expertise, especially Germany, France, Italy and Spain.

For the U.S. market, due to problems Canadian firms traditionally have had selling directly to NASA, the main thrust of Canadian government and industry efforts will be directed at major U.S. prime contractors and other suppliers to NASA. Each Canadian consulate in the U.S. will therefore be asked to undertake visits to any NASA centre and NASA prime contractors in its territory to identify possible subcontract opportunities for Canadian firms. Based on such visits, each consulate will be asked to provide the names of the key people and major programs of interest to Canada at NASA centres and major NASA suppliers in their territory, and to recommend specific ways for Canadian suppliers and consulates to follow up and promote their capabilities (i.e. vendor days, Canada days, in-house technical presentations/seminars, or upcoming trade fairs/missions).

## Contacts

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