

In the U.S. Mid-Atlantic region

Opportunities for Canadian Suppliers of Defence Equipment

Major defence contractors in the Mid-Atlantic region of the United States offer attractive sales opportunities for Canadian companies. It is estimated that the market in this region for Canadian suppliers of defence equipment totals \$250 M every year. This does not even include services (environment and construction) and the space industry.

U.S. defence contractors are active in development of new programs and upgrades for existing ones. In the past a great majority of Canadian vendors were casting houses, manufacturers of high precision machined parts, and suppliers of non-critical items. While vendors opportunities in the preceding areas still exist, the vendors-prime contractors relationship has evolved in the past five years along with the Department of Defence priorities: simulation, digitalization, avionics and electronics

upgrades, chemical and biological warfare detection and protection.

Other trends in the vendors-prime contractors relationship also heed to the new defence reality: adapting commercial practices to the defence market with a move to procure "off-the-shelf" equipment away from military specifications ("MIL-SPECS"); and the procurement of value added systems rather than single components.

The Canadian Trade Office in Philadelphia addresses opportunities with U.S. prime contractors in the Mid-Atlantic region through three programs. First, a yearly mission of Canadian vendors to visit defence contractors is organized. This month, the fourth such mission will be organized, targeting electronics, avionics, communications and software opportunities with defence contractors. Secondly, a defence con-

tractors liaison program is in place to advise U.S. prime contractors of sourcing opportunities from Canada, to collect request for quotations for onwards transmission to Canadian vendors, and to introduce Canadian vendors to prime contractors. Thirdly, by the maintenance of a database in Philadelphia (available on-line) offering information about prime contractors in the Mid-Atlantic region (and some parts of the U.S), their preferences and their needs. This database contains information on 319 U.S. defence prime contractors.

Companies interested in more information about U.S. defence prime contractors in the Mid-Atlantic region and the three programs run by the Canadian Trade Office in Philadelphia should call Georges Lemieux at tel: 610-667-8210.

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