

INDUSTRY STRATEGIES AND ACTIVITIES

Trade and investment flows are the cumulative result of millions of decisions made daily by individuals and firms. The factors influencing such decisions vary widely within each industry.

This chapter describes the specific strategies being pursued by the federal government to support the efforts of key Canadian industries. While the focus is on international programs and policies, a number of industry sector strategies also have a significant domestic focus. This reflects the fact that many domestic programs and activities have important implications for both export readiness and international competitiveness, particularly for small- and medium-sized firms.

Aeronautics

Exports: \$6.1 billion

Overview:

- Canadian firms compete successfully by concentrating on select market niches.
- Offset and industrial benefits requirements are appearing in civil aeronautics markets, despite efforts in the General Agreement on Tariffs and Trade (GATT) to eliminate trade barriers.
- The long-term outlook is positive, with growth predicted due to increasing demand, especially for large civil transport aircraft (subsequent to the current economic situation).

Product Strengths:

- Corporate and regional commuter aircraft, civil helicopters, airframe structures, automated aerial vehicles, turboprop and turbofan engines, cabin air conditioning, aircraft flight control systems, landing gear and aircraft simulators.

Priority Markets:

- The U.S. and Europe.

Key Strategic Priorities:

- *for larger firms, the focus will be on promoting Canadian interests in international joint projects and providing intelligence on markets and technology;*
- *for smaller firms, activities will focus on promoting assistance through trade fairs and missions;*
- *the Government will accommodate the need to share manufacturing benefits with foreign companies to expand Canada's market share in foreign countries.*

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