

The products and services produced by Canada's defence industries have a profound influence that goes far beyond the country's borders, and will continue to receive strong support from the Canadian Commercial Corporation (CCC).

Speaking at the Canadian Defence Industry Association (CDIA) meeting in Ottawa this October, CCC President Douglas Patriquin highlighted the industry's growth in several areas, and explained CCC's role in ensuring its success.

The light armoured vehicles (LAVs) built in London, Ontario are an excellent example of both the Canadian industry's scope and reputation on the world stage and CCC's critical role. Manufactured by General Motors and sold through CCC, the LAVs have been used in Kuwait, Kosovo, and most recently in Indonesia, to land Australian peacekeepers in East Timor.

"The LAV is typical of Canadian defence products," Patriquin told the audience of defence industry officials, international guests and parliamentarians. "Canada is a world leader in this field. It incorporates unique Canadian technologies produced by other Canadian companies in nine provinces, and is used in Canada and by our allies internationally. Most

importantly, it plays a key role in peacekeeping and peace-making activities."

\$2.5 billion in LAV sales

Patriquin noted that CCC has been

civilian and military products, producing new "dual use" technologies. (Of 1,500 firms surveyed by the CDIA, only about 50 identified themselves as producing military products exclusively.)

Sensible ITARs resolution

Patriquin explained the crucial importance of the International Trade in Arms Regulations (ITARs) to a

CCC President underlines support for Defence Industries in playing broad and critical role

instrumental in the sale of more than US\$2.5 billion worth of LAVs outside Canada since 1981, guaranteeing contract performance on every order. CCC has provided the same strategic sales support to thousands of other Canadian companies throughout its more than half century of operations.

"We've done this in industries ranging from batteries to video conferencing, from helicopters to traffic monitoring systems," he said. "Eighty per cent of our clients are now small to medium-sized exporters. We help all of our clients make sales to foreign buyers, and on better terms, by using our status as a federal Crown corporation, and by fully guaranteeing performance to the buyer, with the backing of the Government of Canada."

Patriquin added that Canada has enjoyed a "NAFTA-like" access to the United States defence and aerospace markets through the Defence Production and Development Agreements. These agreements have allowed the two countries to operate an integrated industrial base in defence, and has produced many spin-off benefits.

For example, many Canadian defence companies have developed significant market positions in both

healthy Canadian export sector. The ITARs affect a broad range of Canadian exporters in many technological sectors.

"Canadians accept and expect rigorous control of military technologies," he said. "The sensible resolution of issues regarding proposed changes to the ITARs is extremely important to our defence firms. It is also important to much of Canada's advanced manufacturing economy — as well as to our American customers and commercial partners."

In closing, Patriquin called for continued efforts to promote Canada's defence-related export industries. "There are significant commercial benefits in the defence industry, both economic and technological. CCC is there to help Canadian firms penetrate world markets, and we are applying lessons learned in the defence business to support Canadian companies in their dealings throughout the world." *

Looking to Do Business with the U.S. Federal Government?

Opportunities are just a key stroke away at the Internet site (www.gsa.gov) of the General Services Administration (GSA), which facilitates purchases by the U.S. government — "the world's largest consumer" — and the Electronic Posting System site (www.eps.gov). More GSA opportunities are listed on the site of the Canadian Embassy in Washington, D.C. (www.canadianembassy.org) and periodically in *CanadExport*.