

Ensuring that Canadian firms participate in appropriate international joint projects where leading-edge technology is being developed.

- Industry will define its requirements for government-supplied targeted intelligence on new developments. By funding programs such as the Program for Export Market Development (PEMD), Pacific 2000 and Renaissance Eastern Europe, government will help industry to expand its presence overseas.
- Investigate the feasibility of an industry-government-sponsored office in the Pacific Rim to assist companies in developing long-term relationships with Asian companies.
- Expand contacts with East European companies through participation in seminars sponsored by the Organization for Economic Co-operation and Development (OECD) and the European Bank for Reconstruction and Development (EBRD) on restructuring the aeronautics industry in Eastern Europe and through missions where opportunities warrant.
- Participate in major trade fairs such as Airshow Canada, Paris, Farnborough, Asia Aerospace and the National Business Aircraft Association (NBAA).
- Use the Defence Industry Productivity Program (DIPP) program to access development funds necessary to ensure that industry can participate in large risk-sharing programs.

Expanding their market share of the growing third party Repair and Overhaul market and other service areas by:

- investigating the feasibility of a "Team Canada" marketing strategy for specific projects, including offering a package of niche capabilities to meet the total requirement;
- understanding better the market opportunities in the U.S. sunbelt, where two-thirds of the world's R&O capability is located; and
- investigating joint venture opportunities in the Asia-Pacific region, which is set to become a major battleground for the handful of global companies that are capable of providing a "complete" airframe-support package to the world's major airlines.

Developing more capabilities in our airframe and engine component and subassembly companies to meet the demanding standards of the large aircraft manufacturers. This will be accomplished by:

- developing in-house expertise in design, manufacturing and testing of subassemblies;
- understanding better the global aftermarket trade in parts and components (\$7 billion per annum) and revitalizing Canadian interest in this global market through missions to U.S. and European primes; and

- developing awareness of business opportunities and required qualifications by working with government to organize regional training seminars and obtaining consultant support in such areas as International Standard Organization (ISO), TQM, bidding and contracting processes.

Maintaining our share of the U.S. defence aeronautics market by:

- using the Canada-U.S. Defence Development/Defence Production Sharing Arrangements to maintain and improve access to technical drawings, build-to-print opportunities and source approval of the U.S. Department of Defence (DoD) logistics centres;
- continuing to use government-provided market intelligence and marketing support from Canadian Consulates and Trade Offices in the United States; and
- participating in "marketplace" events, such as Subcon, where U.S. primes and U.S. DoD logistics agencies meet Canadian companies.

Increasing our share of the growing private light aircraft market. One way to do this will be to capitalize on the certification services that Transport Canada will soon provide for light aircraft.

Developing focused and effective promotional activities in support of all industry subsegments by:

- providing input and participating in the development of subsectoral market opportunity papers and the *International Trade Business Plan*, which will guide Trade Commissioners at Embassies and Consulates and in federal departments in their gathering of market information and intelligence and in their organization of promotional events; and
- assisting government to provide the most effective information-gathering and promotional program for industry.