



## **Elevator pitch - Aerospace and Defence** **([www.doingbusinesswithcanada.gc.ca/aerodef](http://www.doingbusinesswithcanada.gc.ca/aerodef))**

- ◆ Canada's aerospace and defence industry is the 4<sup>th</sup> largest in the world after the United States, the United Kingdom and France, with gross sales of \$20.5 billion in 2003.
- ◆ Canada has over 700 aerospace and defence firms, including Bombardier, the world's 3<sup>rd</sup> largest aircraft manufacturer, Bell Helicopter Textron Canada, CAE, Pratt & Whitney and General Dynamics Canada.
- ◆ Canadian aerospace and defence firms export nearly 80% of their output to markets across the globe. They hold a strong position within the United States market, as well as in Europe, Asia and the Middle East.
- ◆ Canadian aerospace firms are world leaders in the design and the production of regional and business aircraft, small and medium sized gas turbines engines, landing gear, environmental control systems, flight simulators, training tools and commercial helicopters.
- ◆ Canada is a leading designer and manufacturer of light armored vehicles.
- ◆ Canada is recognized as a leader in earth observation, robotics supporting manned space flights, and telecommunications.
- ◆ Canada's renowned aviation certification system ensures that Canadian aerospace products and services easily meet or exceed the highest standards in safety and reliability.
- ◆ Canada developed the first Delta Wing aircraft and the first fly-by-wire aircraft. Canada was also the first country to use titanium parts in an aircraft.

## **Elevator pitches - Information and Communication Technologies (ICT)** **([www.doingbusinesswithcanada.gc.ca/ict](http://www.doingbusinesswithcanada.gc.ca/ict))**

- ◆ Canada is a world leader in traditional telecommunications and has a leading edge in wireless technologies, combined with global expertise in radio, microwave and satellite communications technologies.
- ◆ Canadian companies dominate the international special effects animation software market with advanced visual effects and technology as demonstrated in movies like Titanic, The Matrix, The Last Samurai and Lord of The Rings.