

Sector Spotlight

Our aerospace strengths

Small engines | Corporate aircraft | Simulators |
Avionics | Landing gear | Design engineering |
Airframe and engine repair | Overhaul

Taking Canada's aerospace sector to new heights

Now, more than ever, the time is right for Canada's aerospace sector to take flight.

"In 55 years of doing business, I have never seen the opportunities that we have today," says Dale Hunt, aerospace business advisor and Global Practice Lead at DFATD.

"The two industry leaders, Airbus and Boeing, have the largest order book in aviation history worth hundreds of billions of dollars. That is a tremendous stimulus for companies supplying them, including Canadians. By virtue of their success, they are bringing everyone else business."

"Canadian business women are in a solid position to help fill the demand. After all, they have so much to offer the sector," explains H el ene S eguinnote, President and CEO at Morpho Canada and Country Delegate for SAFRAN, Aerospace-Defence-Security. She also sits on DFATD's sector Advisory Board, where industry leaders provide strategic advice to support the TCS. "We don't just need women engineers. We need women to support the full breadth of the industry—design, marketing, sales, technicians, customer support. Business women bring more to the table."



H el ene S eguinnote, President and CEO, Morpho Canada

Ranked fifth in the world, the aerospace sector contributed \$14B to our GDP in 2012 and includes more than 700 firms, according to the Aerospace Industries Association of Canada. To keep Canada competitive, DFATD has developed an aerospace-sector strategy. Its focus? Increasing Canadian participation in global value chains, stepping up R&D activity, attracting foreign investment and building more international partnerships. The approach will help our aerospace sector continue to aim high—and make the most of international market opportunities.

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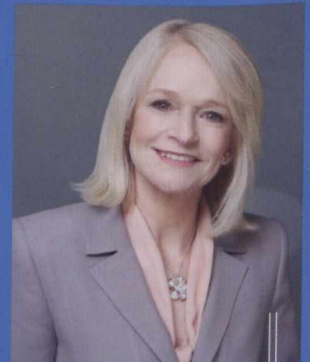


Get closer to closing that deal

If you participate in international missions, trade shows and conferences, then you know how exciting it can be to make new contacts and meet with potential buyers. But how good are you at follow-up? Too many Canadian businesses fall short, yet reconnecting with contacts once you're back at your desk can turn potential opportunities into golden ones.

"You will collect a lot of business cards when you're networking," says Diane Craig, President of Corporate Class Inc., a Toronto company that provides executive presence training. "Before you go to bed each night, make detailed notes on each person you met. What did they say? What's their focus? What can my business do for them? What angle should I take with my follow-up?"

"Remember, the word 'work' is in networking for a reason. It's not a party. When you return from your trip, be sure your calendar is clear. Follow up with each contact immediately. If you wait six months, you've wasted your time and money," Craig explains. "You have to be persistent. Until they say no, the door is always open."



Diane Craig, President, Corporate Class Inc.

We're social and connected!



Join the discussion and meet globally-minded Canadian business women just like you in our BWIT LinkedIn group at linkd.in/bwit-faci. And don't forget to stay connected with the latest news, resources and upcoming events on our website at businesswomenintrade.gc.ca.