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CANADIAN PARTICIPATION IN THE PARIS AIR SHOW

The Honourable Gerald Regan, Minister of State, International Trade, announced today that 31 Canadian aerospace companies will participate in the 35th Salon international de l'aéronautique et de l'espace (Paris International Air Show) to be held in Paris, France, May 26 to June 5, 1983.

Mr. Regan said Canadian participation in the Paris International Air Show (PIAS) is a joint industry/government effort which represents an investment of over \$2 million, of which his department is contributing \$400,000.

Mr. Regan said that through the Department of External Affairs and our Embassy in Paris, the government will coordinate and facilitate the industry's participation in the show by grouping Canadian exhibitors under one roof in the Canadian pavilion.

The biennial PIAS is the most important international aerospace trade show in the world today, Mr. Regan said. "In 1981, there were over 890 exhibitors. The show also attracted industry executives and senior government and military officials from 127 countries who examined and compared the latest aerospace innovations the world had to offer."

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"Right now Canada ranks fifth in the free-world aerospace industry behind the U.S., the U.K., France and West Germany. We are confident, given new Canadian aerospace initiatives such as de Havilland's new Dash 8, Canadair's Challenger 601, the new Pratt and Whitney Canada PW100 turboprop engine and others which will be featured in Paris, that the industry will be able to improve its position." Mr. Regan said that Canada's aerospace industry is composed of more than 125 companies which supply the world aerospace industry and airlines with state-of-the-art and, in some cases, unique aircraft, aeroengines, components, systems and services, space products and support systems which have gained an international reputation for high quality and reliability.

Mr. Regan said Canada's aerospace industry had sales of about \$3 billion in 1982, with exports accounting for over 80 per cent. "In fact," he said, "industry exports have averaged 80 per cent of sales for the past five years, and this amounts to some \$8.9 billion."

Quoting industry forecasts for 1986 of \$7 billion in sales with employment of 51,000, Mr. Regan stressed that participation in the PIAS "is essential if we want this industry to grow and continue its very important contribution to Canada's economy and our balance of trade."

Mr. Regan said this is the 11th time the federal government has participated with our aerospace industry to maximize the impact of Canada's presence at the PIAS.

The Minister also stated he will personally visit the PIAS to support the industry's main marketing effort.

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