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WILSON SAYS SUBCONTRACTORS, AIRSHOW CANADA WILL STAGE JOINT EXHIBITS IN ABBOTSFORD, B.C.

The Honourable Michael Wilson, Minister of Industry, Science and Technology and Minister for International Trade, announced today that Canada's two major aerospace trade shows -- the Subcontractors Exhibition and Airshow Canada -- will be staged jointly for the first time next August in Abbotsford, British Columbia.

"Canada's vigorous aerospace sector has earned its place as the sixth largest in the world by designing and manufacturing everything from airframes and engines to space and satellite communications equipment," said Mr. Wilson. "In an era of increasing global competition, however, governments must create an economic environment in which the private sector can achieve its maximum potential. The international business opportunity presented by joining the Subcontractors Exhibition and Airshow Canada is a major step in that direction for Canadian aerospace."

Mr. Wilson added: "Linking these two major events in the aerospace industry will help us to take full advantage of their international trade potential. It reflects our long-standing commitment to develop an international aerospace business forum here at home that will foster the growth of this important industry in Canada."

The annual Subcontractors Exhibition, organized by External Affairs and International Trade Canada, is a business-oriented meeting of prime aerospace contractors from the United States and subcontractors from Canada. For the past five years, it has been held in eastern Canada. Last June's show in Toronto attracted 125 exhibitions and 200 visitors including prime contractors.

This year's exhibition will take place August 4 in conjunction with Airshow Canada, North America's biennial showcase for international aviation and aerospace, which will be held August 4 to 8 in Abbotsford. It is expected to draw

500 exhibitors and 15,000 visitors from all sectors of the global industry. The federal government has been a strong supporter of Airshow Canada since its inception in 1989.

The Minister noted that the government's aerospace support strategy also includes Airshow Canada buyer-attendance initiatives, which are offered through the Program for Export Market Development (PEMD) and the Canadian International Development Agency (CIDA).

"These focused international activities have proven their value as trade generators. They are helping to stimulate further aerospace business potential for Canada." said Mr. Wilson.

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For further information, media representatives may contact:

Media Relations Office
External Affairs and International Trade Canada
(613) 995-1874