

DEFENCE POLICY BRIEFING: MILITARY EQUIPMENT

Canadian equipment can satisfy foreign military requirements

CCC's strategic position as an intermediary between Canadian companies and foreign buyers will continue to facilitate the dialogue between government and industries.



BY MARC WHITTINGHAM

There is no better trade show for defence equipment than a military mission. When the Canadian Forces use Canadian military equipment in operations with other nations, this is the most significant way that foreign militaries learn about Canada's defence industrial capability. The Canadian Commer-

cial Corporation (CCC) also has a role in promoting Canadian defence equipment, services, and procurement expertise abroad. CCC is Canada's foreign military sales agency and, by working in partnership with Canada's defence industry, we can help Canada remain a relevant player among Canada's military allies. Canada has a defence strategy that focuses on key military functions supported by a modern military that maximizes Canadian capacity.

According to the Canadian Association of Defence and Security Industries (CADSI), Canada's defence and security sector employs more than 90,000 Canadians and generates \$10-billion in

annual revenues, roughly 50 per cent of which comes from international sales. Now the question is: how do we make the most of what Canadian companies have to offer? The answer is simple—utilizing the Government of Canada and military networks. The networks are built on solid relationships with Canadian companies and foreign potential buyers interested in matching their equipment needs with Canadian capabilities.

Sharing Canadian capabilities is not a novel idea. Through CCC and the Defence Production Sharing Agreement (DPSA), the Government of Canada has been selling Canadian aerospace, defence and security solutions to the United States Department of Defense for more than 50 years.

The DPSA is an incredible North American success story. Since 1956, the United States has become Canada's largest partner and export destination for military and security products and servic-



Photograph by Jake Wright, The Hill Times

Looking ahead: Defence Minister Peter MacKay. The CCC will build on the success of the North American experience, says CCC's Marc Whittingham.

es. And the benefits to the United States Department of Defense and Canadian companies in the industry have been tremendous. In 2008-09, the value of contracts signed through CCC for equipment and services to the United States Department of Defense reached close to \$1.7 billion. Sharing Canada's defence equipment expertise not only benefits the Canadian economy, but it also contributes to a strengthened North American defence industrial base and interoperability. One such example is the use of comparable light armoured vehicles by Canada and the United States in support of the mission in Afghanistan.

CCC, as Canada's foreign military sales organization, utilizing the government and military networks, has started on a path to leverage the North American partnership by focusing on a larger international audience, including Canada's European allies. These new opportunities for collabora-

tion will increase Canadian export sales, support the rapid acquisition of innovative Canadian capabilities by foreign governments, and enhance interoperability with other allied military forces. In addition, it underscores the Government of Canada's continued efforts to foster and strengthen important relationships.

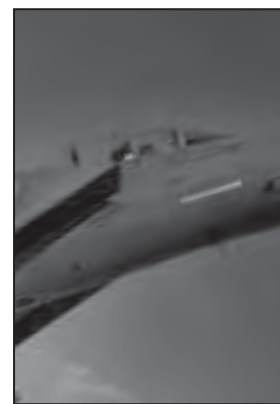
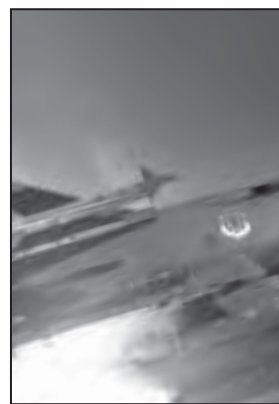
CCC's strategic position as an intermediary between Canadian companies and foreign buyers will continue to facilitate the dialogue between government and industries. Looking ahead, CCC will build on the success of the North American experience and press forward to establish Canada as an industry leader among its allies.

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