

« European alliance for international business development
on advanced materials and connectivity for defence and
security markets »

May 29th to June 2nd 2023

MISSION TO CANADA



4 DAYS TO ENTER THE MARKET

- I- INFORMATION ON THE MARKET
- II- ORGANISATION OF THE MISSION
- III- TARGETS & INVOLVED ORGANISATIONS
- IV- TO PARTICIPATE

Consortium

I- SECURITY AND DEFENCE MARKET

« The security and defence market in Canada is a small but growing market offering plenty of opportunities regarding innovative products. »

A GROWING MARKET¹

To meet Canada's defence needs at home and abroad, the Government will grow annual defence spending over the next 10 years **from \$17.1 billion in 2016-17 to \$24.6 billion in 2026-27** on an accrual basis.

In 2022, Canadian defence budget allocates an additional **\$8 billion over five years** to bolster the capacity of the Canadian Armed Forces, support its members, and promote culture change.²

NATIONAL STRATEGY "*Strong, Secure and Engaged*"



"Strong at home, Secure in North America, Engaged in the world", through 3 key strategic pillars :

ANTICIPATE : Next generation surveillance aircraft (drones), increased defence intelligence and outreach to external experts.

ADAPT : Expanded capabilities in space and cyber, updated fleet of remotely piloted systems, Creation of defence related innovation clusters (e.g. IDEaS programme), increased reserve force and reduced carbon footprint.

ACT : long-term investments in capital funding and modernization to renew Canada's strong commitment to NORAD and NATO.

HOW TO TRADE WITH CANADA



● Understand the defence market

Understand the Canadian defence strategy and needs to identify the best way to enter the market, according to your product/solution and the strategy of your company.

● Local partners

Finding an industrial private partner is recommended in the military sector and beyond (trading companies, distributors, etc.).

This local partner will help for entering the market, developing the network, guide companies in the market distributors, etc.. You will also escape from complying with the ITBs policy (offsets) by trading directly with a local partner.

● Different locations

Quebec is Canadian R&D leader, well known for its competitiveness and very attractive incentives (tax credits, subsidies, etc.). Cutting-edge sectors : Software development, cybersecurity and aerospace

Ontario is Canada's economic powerhouse (40% of national GDP) and Canada's major hub for Defence related sub-sectors (+300 companies, 16 universities and R&D centers)

¹ According to [Canada's Defence Policy "Strong, Secure and Engaged"](#) (2017)

² According to the Canadian Government's website : <https://www.canada.ca/en/department-national-defence/corporate/reports-publications/proactive-disclosure/nddn-18-october-2022/defence-spending.html>

II- ORGANISATION OF THE MISSION

« The main objective of the mission is to enable participating companies to access relevant Canadian companies to build strong and durable partnerships. We also seek for the best local specialists to support participants in their establishment in Canada. »

PREPARATION

Communication documents will be created and spread by the cluster partners of the mission regarding your company and the delegation.

● Understand the Canadian defence market

Replay of the webinar of presentation of the mission ([link](#)) and its documentation.

● Identify potential local partners ahead of the mission

You will be asked to identify and inform us about your target companies, or at least your areas of focus to identify key players to meet once in Montreal and Ottawa.

DRAFT PROGRAMME



Monday, May 29th, Montreal

Briefing sessions : Business establishment, regulation, interculturality
Experience sharing with testimonies of European companies located in Canada
Pitch sessions & Matchmaking event with local textile & ICT Companies
Networking



Tuesday, May 30th, Montreal

Guided tours and networking sessions at local partners' premises
2 delegations : textile and ICT



Wednesday, May 31st, Ottawa

Overview of the defence market and opportunities for European SMEs
Visit of a research institution
Networking dinner



Thursday, June 1st, Ottawa

Guided tour at local partners' premises OR
[OPEX fair](#)

*The EU-Alliance
partnership will guide
you through the
mission.*

III- TARGETS & INVOLVED ORGANIZATIONS

PRIVATE COMPANIES & RESEARCH INSTITUTIONS



CANADIAN ORGANIZATIONS



Canada Economic Development for Quebec Regions

Développement économique Canada pour les régions du Québec



CROSS EU-CANADA ORGANIZATIONS



IV- TO PARTICIPATE

PROCESS & INFORMATION

- 1- Before each mission, we organize a webinar to present the mission. Experts and members of the consortium will give you an overview of the target market and present the mission program. [Replay of the webinar.](#)
- 2- A call for SMEs selection has been launched and will remain open until **April 14th 2023** ([official link](#)).
- 3- EU-Alliance partnership selects the SMEs that will be eligible for participation and funding, according to the criteria announced on the call for SMEs selection
- 4- We inform the selected companies by mid-April and organize a preparatory meeting.

Please note:

- This program is supported by the European Commission, the organizational costs are therefore covered and an envelope (€1000) will be sent to the selected SMEs to cover a part of the transportation costs
- Companies that aren't SMEs are able to participate without financial support

TO HELP YOUR CHOICE

Feedback from a company that participated in the US mission (October 10-14, 2022)

« **Overall, I would say that this format makes it easy to explore opportunities of a country with a reduced investment (time + money with a subsidy) in a privileged and reassuring setting (presence of other European companies that are not competitors, which facilitates off-site discussions in addition to sharing feedback from the field when there is some).** »

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TO APPLY

Call for SMEs selection

Template to send your application (PPT format)

[Mandatory form \(2min\)](#)

Any questions ? Please contact: leo.benedetti@systematic-paris-region.org