

Minister Rempel to Officially Open DSEi Canada Pavilion

Written by Australian Business

OTTAWA, Sept. 10, 2013 /CNW/ - Today in London, UK, the Canadian Association of Defence and Security Industries (CADSI), which represents nearly 1,000 defence and security companies in Canada, joined the Government of Canada in welcoming delegates to the opening of the Canada Pavilion at the Defence and Security Equipment International (DSEi) 2013 trade show. The Canadian delegation includes 120 Canadian companies and close to 400 Canadian participants at what is seen as the year's largest international trade show for the defence and security sector.

"This impressive showing by Canadian companies confirms the opportunities that exist for Canada's defence and security sector in the export market. CADSI is committed to helping Canadian industry to double its exports over the next five years. Given the depth and breadth of competitive capability available in our industrial base, and as a result of an increasingly well aligned whole of government commitment to promote the sector's champions and niche product players in key international markets, this objective is achievable," said Mike Greenley, CADSI Chair.

CADSI also took the opportunity to thank the Honourable Michelle Rempel, Minister of State for Western Economic Diversification, for her department's recent decision to provide financial support to CADSI to strengthen the Canada brand at major international defence and security trade shows and increase the visibility of western Canadian businesses at those events.

"Our Government is pleased to partner with CADSI to help promote western Canadian companies on the global stage," said Minister Rempel. "The defence and security industries are important economic drivers in Canada, and Western Economic Diversification Canada (WD) is committed to strengthening these key sectors."

"WD's leadership will make a big difference to the visibility of western Canadian based defence and security companies by foreign customers, and will better position these firms to identify and seize market opportunities internationally," said Tim Page, President of CADSI. "This is good news for the economy in the west and supports knowledge-based jobs in the region and across

Canada".

A healthy western Canadian defence and security industry will ultimately serve the interests of the sector throughout Canada. CADSI would welcome opportunities to work with other regional development agencies to advance the sector's success in the international marketplace.

About CADSI:

CADSI is a national, not-for-profit, business association that represents the collective interests of its members. It represents 975 member companies that employ 90,000 knowledge-based workers and that generate \$12.6 billion a year in direct military \$ security sales to the Canadian and foreign governments.

SOURCE Canadian Association of Defence and Security Industries (CADSI)