

## **CANSEC News Conference**

News Conference Remarks

May 27th, 2015, EY Centre, Ottawa, Ontario

GOOD MORNING AND WELCOME TO CANSEC 2015/BIENVENUE A CANSEC2015, CANADA'S PREMIER DEFENCE TRADE SHOW. THANK YOU FOR TAKING THE TIME OUT OF YOUR BUSY DAY TO ATTEND THIS PRESS CONFERENCE. MY NAME IS CHRIS CIANFARANI, PRESIDENT OF THE CANADIAN ASSOCIATION OF DEFENCE AND SECURITY INDUSTRIES OR CADSI.

THIS IS THE FIRST TIME CADSI HAS ORGANIZED A PRESS CONFERENCE AT CANSEC. WE HAVE THIS PRESS ROOM HERE FOR OUR MEMBER COMPANIES TO MAKE ANNOUNCEMENTS EACH YEAR RELEVANT TO THEIR BUSINESS INTERESTS. HOWEVER, THIS YEAR WE FELT CADSI HAD SOME NEWS OF OUR OWN THAT WAS OF SUFFICIENT IMPORTANCE TO WARRANT HOLDING OUR OWN PRESS CONFERENCE.

SO TODAY I HAVE THREE ANNOUNCEMENTS TO MAKE, AFTER WHICH I AM HAPPY TO ENGAGE WITH YOU IN A QUESTION AND ANSWER PERIOD.

FIRSTLY, IT'S MY PLEASURE TO INFORM YOU THAT THIS YEAR'S CANSEC MARKS THE LARGEST IN THE EIGHTEEN YEAR HISTORY OF THE SHOW. WITH 11,000 REGISTRANTS, 330 EXHIBITING COMPANIES OCCUPYING OVER 700 BOOTHS, AND WITH 254 VIPS FROM SOME 50 FOREIGN COUNTRIES--AFRICA, ASIA, SOUTH AMERICA, EUROPE AND THE US--CANSEC IS NOT ONLY CANADA'S LARGEST DEFENCE TRADE SHOW, BUT IS NOW ON THE MAP GLOBALLY AS AN IMPORTANT EVENT TO ATTEND. FOR THOSE OF YOU WHO COVER THE DEFENCE BEAT, YOU'VE FOLLOWED THE GROWTH OF THIS SHOW Y-O-Y, THIS YEAR THE TIPPING POINT HAS HAPPENED; WE ARE LITERALLY BUSTING OUT OF THIS 135,000 SQUARE FOOT ERNST AND YOUNG FACILITY.

WE ALSO HAVE NO FEWER THAN SIX FEDERAL CABINET MINISTERS IN ATTENDANCE. THE MINISTERS OF NATIONAL DEFENCE, INDUSTRY AND PUBLIC WORKS AND GOVERNMENT SERVICES ARE ALL GIVING SPEECHES AT CANSEC OVER THE NEXT TWO DAYS, BEGINNING WITH MINISTER KENNEY AT LUNCH TODAY. AS ONE OF ITS FOUNDERS, MINISTER O'TOOLE WILL BE PRESENT FOR OUR PRESENTATION TO THE TRUE PATRIOT LOVE FOUNDATION AND WE WILL ALSO LIVE STREAM PERISCOPE VIDEO FOR THE FIRST TIME AT THE SHOW WITH MINISTER REMPEL. WE HAVE IN EXCESS OF 3,000 OFFICIALS FROM THE CANADIAN ARMED FORCES AND ALL LEVELS OF GOVERNMENT ATTENDING THIS YEAR'S CANSEC. THERE ARE FEW IF ANY TRADE SHOWS THAT ATTRACT THIS NUMBER AND SENIOR LEVEL OF GOVERNMENT REPRESENTATION.

THIS SUCCESS OF CANSEC IS DUE ENTIRELY TO OUR MEMBER COMPANIES AND THE

WORLD LEADING PRODUCTS AND SERVICES THEY SHOWCASE HERE--EVERYTHING FROM SHELTER AND SAFETY SYSTEMS, SIMULATION AND TRAINING DEVICES, TO ARMoured AND COMBAT VEHICLES, PERSONAL PROTECTIVE GEAR AND REVERSE OSMOSIS WATER PURIFICATION SYSTEMS.

ALL OF THIS AND A LOT MORE IS HERE FOR YOU TO SEE ON THE TRADE SHOW FLOOR, AND I HOPE YOU TAKE SOME TIME TO SEE WHAT THE CANADIAN DEFENCE INDUSTRY IS ALL ABOUT, YOU MIGHT BE SURPRISED BY WHAT YOU FIND.

SECONDLY, TODAY WE ARE RELEASING THE RESULTS OF MODELLING CADSI HAS COMPLETED ON THE IMPACT OF CANSEC ON THE ECONOMY OF THE NATIONAL CAPITAL REGION. I'M NEW TO OTTAWA HAVING MOVED HERE IN SEPTEMBER FROM MONTREAL AND AS I WANDERED AROUND THE CITY EATING IN LOCAL ESTABLISHMENTS OFTEN TALKING TO BUSINESS OWNERS, I WAS SURPRISED BY THE FACT THAT MANY MAY EXPERIENCE THE CANSEC PHENOMENA BUT DON'T ACTUALLY KNOW IT FOR WHAT IT IS. WE HAVE FOUND THAT LAST YEAR CANSEC PUMPED SOME \$15 MILLION INTO THE NCR ECONOMY, PRIMARILY IN THE HOSPITALITY INDUSTRY. WE EXPECT THIS YEAR'S SHOW TO GENERATE EVEN MORE LOCAL ECONOMIC ACTIVITY. ALSO IN KEEPING WITH THE IDEA OF COMMUNITY BUILDING AND THE SIGNIFICANT NUMBER OF TRANSITIONING VETERANS IN BOTH THE NCR AND ELSEWHERE, WE HAVE PARTNERED WITH CANADA COMPANY AND THEIR MILITARY EMPLOYMENT TRANSITION PROGRAM AND OPENED OUR DOORS TO NEWLY RETIRED VETERANS WHO HAVE SKILLS THAT ARE VALUABLE TO THE DEFENCE INDUSTRY; WE HOPE THEY'VE BROUGHT COPIES OF THEIR RESUMES.

THIRDLY, I WANT TO ANNOUNCE THAT CADSI HAS JUST LAUNCHED A PUBLIC AWARENESS INITIATIVE ON THE CANADIAN DEFENCE AND SECURITY INDUSTRY. THE PURPOSE OF THIS IS TO BRING GREATER VISIBILITY TO CANADA'S DEFENCE AND SECURITY INDUSTRY SO THAT CANADIANS HAVE A BETTER APPRECIATION OF WHAT WE ACTUALLY DO AND HOW SIGNIFICANT THIS INDUSTRY IS TO CANADA. IN A TIME WHEN ONE OF THE MOST IMPORTANT ISSUES FOR CANADIANS IS NOT ONLY HAVING A JOB, BUT A GOOD JOB, YOU MIGHT NOT KNOW, FOR EXAMPLE, THAT THE CANADIAN DEFENCE INDUSTRY ACCOUNTS FOR WELL OVER 100,000 DIRECT AND INDIRECT FULL TIME EQUIVALENT JOBS THAT PAY 60% HIGHER THAN THE AVERAGE INDUSTRIAL WAGE. CANADIANS MIGHT ALSO PROBABLY BE SURPRISED TO LEARN THAT MANY OF THE LEADING EDGE TECHNOLOGIES THE CANADIAN DEFENCE INDUSTRY MAKES HAVE COMMERCIAL, OR WHAT WE CALL "DUAL USE", APPLICATIONS. YOU WILL SEE AROUND THE ROOM HERE SOME OF THE MATERIAL WE HAVE DEVELOPED ON THE INDUSTRY AND YOU WILL BE SEEING MORE OF THIS IN THE COMING WEEKS AND MONTHS AS WE EXPLAIN TO PEOPLE THAT #ONCANADASIDE.

THOSE ARE THE ANNOUNCEMENTS I WANTED TO MAKE TODAY, AND ONCE AGAIN THANK YOU FOR COMING OUT THIS MORNING/J'AIMERAIS VOUS REMERCIER.... I HOPE THAT YOU SPEND SOME TIME ON THE TRADE SHOW FLOOR LEARNING MORE ABOUT THIS EXCITING INDUSTRY, WHAT IT DOES AND WHY IT IS SO IMPORTANT TO CANADA.

SI VOUS AVEZ DES QUESTIONS, I AM HAPPY TO ANSWER THOSE QUESTIONS YOU MIGHT HAVE.