



KEY MESSAGES AND STATISTICS

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NOTE: Try to always include a personal, company-specific or regional local perspective with data points if you have them. And, be sure to tell your candidates how COVID-19 has impacted your business and employment, the value of government supports (so they are maintained) and the need for a Canadian Aerospace Strategy.

Key Messages

- **We are asking all parties and every candidate in this election to support a 30-year Canadian Aerospace Strategy to protect and grow Canada’s aerospace leadership across aviation, space and defence, and its 235,000 direct and indirect jobs.**
- Canada’s aerospace industry is at a turning point. We need a long-term national aerospace strategy to compete internationally, secure the industry-government partnership that built our aerospace strength, drive economic recovery and contribute to Canada’s sustainability goals.
- **The question is simple, is Canada prepared to ensure our world-leading legacy in aerospace is preserved for future generations?**
- Despite our size, Canada grew an aerospace industry that today generates \$28B a year in GDP and supports 235,000 jobs in every region of the country. Aerospace R&D investments are the highest in manufacturing¹, exceeding \$1.4 billion in 2018. Canadian aerospace companies export over eighty percent (80%) of what they produce, positioning them excellently in fast-moving global supply chains.
- As an R&D and productivity leader, the aerospace industry offers a best-in-class example of how modern Canadian manufacturers can innovate and help grow our national economy to contribute to stronger communities across the country.
- As a globally integrated and highly productive manufacturing sector, aerospace cannot be lumped in with other manufacturers. Canada’s long-term aerospace success – and its continued ability to

¹ ISED, 2019. Aerospace and Defence in Canada. <https://www.ic.gc.ca/eic/site/ad-ad.nsf/eng/ad03909.html>



contribute to our nation's economy – rests on policies and programs that take into account the unique strengths and challenges of our industry.

- There are clear challenges ahead, but equally clear and attainable opportunities over the next 30 years.
- The Aerospace specific funding in Budget 2021 is critical to the industry's long-term outlook. The measures require all party support.

Challenges:

- Canada's aerospace industry was among the hardest hit by COVID-19 and is still struggling to recover. We need a clear reopening strategy with clear milestones.
- Travel recovery will take several years to recover. The impact on demand has far-reaching implications along the supply chain, and aerospace businesses large and small
- Our aerospace competitors all have a clear plan not just for recovery but for growth, and a strategy to capture cleantech market share in aerospace's sustainability shift.

Opportunities:

- Despite the challenges, there is a bright future ahead. Aerospace-related sustainability and clean-tech is estimated to grow to a multi-trillion-dollar market, and Canada is ideally situated to lead in this space and seize its share of the global market.
- Aerospace creates and supports 235,000 direct and indirect jobs in every region of the country. These jobs must be protected. With a Canadian Aerospace Strategy, we can protect and grow these value-added, well-paying jobs over the next 5 to 30 years.
- 80% of what Canadian aerospace companies make and do is exported. Our companies are well-situated in global supply chains and are recognized for innovation and quality.
- With a strong national footprint, high innovation-intensity, strong export capacity and the government framework to support leadership in sustainability, aerospace can help to drive economic recovery and growth from coast to coast to coast.



AIAC Aerospace Industries Association of Canada L'Association des industries aérospatiales du Canada

#AerospaceChallenge2050

- Key to a National Aerospace Strategy is a Defence Industrial Strategy and a clear, funded Space strategy to maximize our leadership in these growing sectors and leverage our competitive advantages and reputation for disruptive innovation.