



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique

Dear Colleagues,

I would like to take this opportunity to solicit your support in recruiting suitable suppliers from within your territory for two aerospace and defence related events to be held in Philadelphia this fall. These events will take place at Lockheed Martin Maritime Systems & Sensors (MS2) in Moorestown, New Jersey and Boeing Rotorcraft Systems, Ridley Township, Pennsylvania; both locations are within a short distance of Philadelphia and its International Airport.

The events will be held on consecutive days. The MS2 event will be on Wednesday 12th November, and Boeing on Thursday 13th November, 2008. Rich Malloy from the Canadian Embassy in Washington D.C. is partnering on both events. There are some similarities and differences in the approach to these events that you should be made aware of: -

- In both cases Boeing and MS2 are interested in meeting Canadian suppliers to fulfill their export plans and Canadian IRB commitments and we have agreed with both companies to share both their technology focus for the events and the details of the Canadian companies that apply to attend.
- Both companies have requested the right to screen the submittals and select up to 25 companies to attend their sessions.
- The events will be held on consecutive days and suitable companies may apply to attend both events.
- Both events will be held at the U.S. companies premises to ensure good attendance by company engineers and project managers and will start with an executive overview by the respective U.S. Company. Consulate will provide transport to and from hotel to the U.S. companies premises.
- After the Lockheed executive presentation MS2 have elected for a tabletop display format were company engineers and project managers will be free to circulate amongst the Canadian Companies. Canadian's should bring suitable display and marketing materials and will be given access to the facility to prepare their tabletop display one hour before the event starts. No formal presentation by Canadian suppliers is required.
- Boeing's executive presentation will be follow by one-on-one meetings with the Canadian suppliers. This would take the form of a 15 minute presentation by each the Canadian supplier followed by a 30 minute "speed dating" session with Boeing representatives. Canadian suppliers should prepare accordingly.
- A dinner hosted by the Consulate's Public Affairs Department is planned for the evening of Wednesday 12th November to which executives from both MS2 and Boeing will be invited along with all attending Canadian Companies.
- An application form plus details of both events with each U. S. Company's technology focus are attached.
- To be considered for these events Canadian suppliers will need to complete and submit a one-page application (see attached) for my attention by Friday 10th October, 2008. Boeing and MS2 will screen the submittals and select up to 25 companies to attend each event. Applications should be sent via fax or e-mail to the address below.
- Canadian suppliers will be informed whether successful or not by latest Monday 20th October.
- A conference call will be step-up week commencing 8th September to discuss event in detail. In the meantime any questions regarding the event should be directed to the writer.

I would like to thank you in advance for your support and look forward to hearing from you shortly.

Sincerely,

Vincent Finn
Trade Commissioner
Délégué commercial

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