



**ECONOMIC AND CREATIVE
DEVELOPMENT
MEMORANDUM**

Page: 1
File: ECDM6-23
Pending #:

TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL

FROM: N. GAVARRE, BUSINESS DEVELOPMENT OFFICER, X4431

**NOTED: D. BROOKE-BISSCHOP, MANAGER, BUSINESS DEVELOPMENT
S. SCHLICHTER, DIRECTOR, ECONOMIC AND CREATIVE DEVELOPMENT
B. ARANIYASUNDARAN, P. ENG, PMP, GENERAL MANAGER OF
INFRASTRUCTURE AND GROWTH MANAGEMENT**

RE: CANSEC – CANADA’S GLOBAL DEFENCE AND SECURITY TRADE SHOW

DATE: AUGUST 31, 2023

The purpose of this Memorandum is to provide information to members of Council regarding the Economic and Creative Development Department participation at the recent CANSEC trade show held on May 31st, and June 1st, 2023.

CANSEC is Canada's Global Defence and Security Trade show, held annually in Ottawa since 1998. It is hosted by the Canadian Association of Defence and Security Industries (CADSI). CADSI is the national industry voice of hundreds of Canadian defence, security and cybersecurity companies that produce world-class goods, services and innovative technologies made across Canada and sought throughout the world.

The City of Barrie and the County of Simcoe attended the two-day conference and trade show on May 31st and June 1st along with a delegation of five local companies, which included:

1. Brotech Precision Machining
2. Environmental Systems Corporation
3. Raytheon ELCAN
4. Sensortech Canada
5. Volatus Aerospace

The purpose of the delegation supports both investment attraction and business retention initiatives and showcased the region's strengths in the sector while providing local companies the opportunity to explore opportunities for business growth. The Defence and Security sector closely aligns with manufacturing, a key sector of strength and employment for both the City of Barrie and County of Simcoe. The focus of CANSEC is on Canadian manufacturing, services, and technology solutions for the Canadian military and allied forces. Participation in the event was supported through partnership between City of Barrie Economic and Creative Development and County of Simcoe's Economic Development Department.

Canadian industry plays a pivotal role in Canada's response to global challenges and this event allowed for industry to demonstrate their capabilities, make important connections for future business and collaborations. CANSEC displayed world-leading equipment, technologies, and services. The defence industry enables 78,000 jobs across Canada, \$9.2 billion in GDP annually, and \$400 million in research and development activity.

The City of Barrie and the County of Simcoe met with several Federal Departments including National Defence, Innovation, Science and Economic Development Canada, the Federal Economic Development Agency for Southern Ontario, and Innovation for Defence Excellence and Security, to learn how to best promote existing opportunities with local businesses. Several programs, including the Industrial and Technological Benefits Policy (ITB) through defence procurement and the Competitive Projects program offered through National Defence, include opportunities for engagement with post-secondary institutions.



**ECONOMIC AND CREATIVE
DEVELOPMENT
MEMORANDUM**

Page: 2
File: ECDM6-23
Pending #:

In response, these opportunities have been shared with both Georgian College and Lakehead University for further exploration. These are all part of our retention efforts to support local companies discover new connections and business opportunities that will support their growth in Barrie.

City and County staff who were part of the delegation have received very positive feedback from the businesses that participated in the event. They found value in attending the networking reception and having access to the B2B platform. Representatives from the businesses in the delegation expressed that the quality of the meetings undertaken were positive, with many making meaningful contacts, including several that may turn into Request for Quotation (RFQ) opportunities. This tradeshow proved to be an important initiative for the local companies that were part of the delegation to explore and grow the existing possibilities within the defence industry in addition to making valuable business connections.

Innovation and collaboration are essential elements to Canadian national security and National defence is looking for ways to streamline working with industry partners. Moving forward, staff will continue to make industry connections and provide education opportunities to ensure local companies have a greater understanding of the sector and the areas that might be of benefit to them.