





Vancouver

Halifax

Founded 1969

4800 Employees

Ottawa

Core Competency: Project Management

1800 Canadian Employees

Toronto

Core Competency: System Engineering

> 70% Export Business

Canadian Headquarters

Canadian Public Company

\$1.8 Billion Revenue

Montreal

MDA Builds Complex, Operational Defence Systems

(for Canada and the rest of the world)

Monitoring and Surveillance Systems



AIRBORNE
RADAR
SYSTEMS



SATELLITE GROUND SYSTEMS



Decision Support Systems

AVIATION INFORMATION SYSTEMS

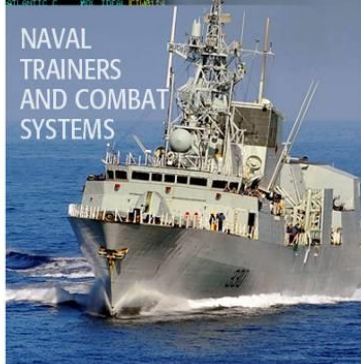


SOLDIER
PROTECTION
SYSTEMS



COMMAND
AND CONTROL
SYSTEMS

NAVAL
TRAINERS
AND COMBAT
SYSTEMS



Unmanned Aircraft Missions

UNMANNED AIRCRAFT
SURVEILLANCE OPERATIONS



UNMANNED AIRCRAFT
SURVEILLANCE SYSTEMS



Space Missions

SPACE-BASED
RADAR MISSIONS



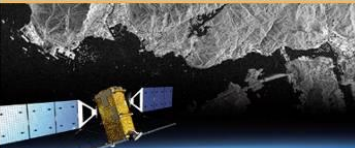
OPERATIONAL SMALLSAT
MISSIONS



COMMUNICATION MISSIONS

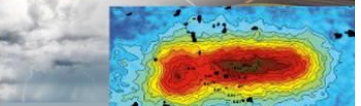


Geospatial Services



DEFENCE AND INTELLIGENCE

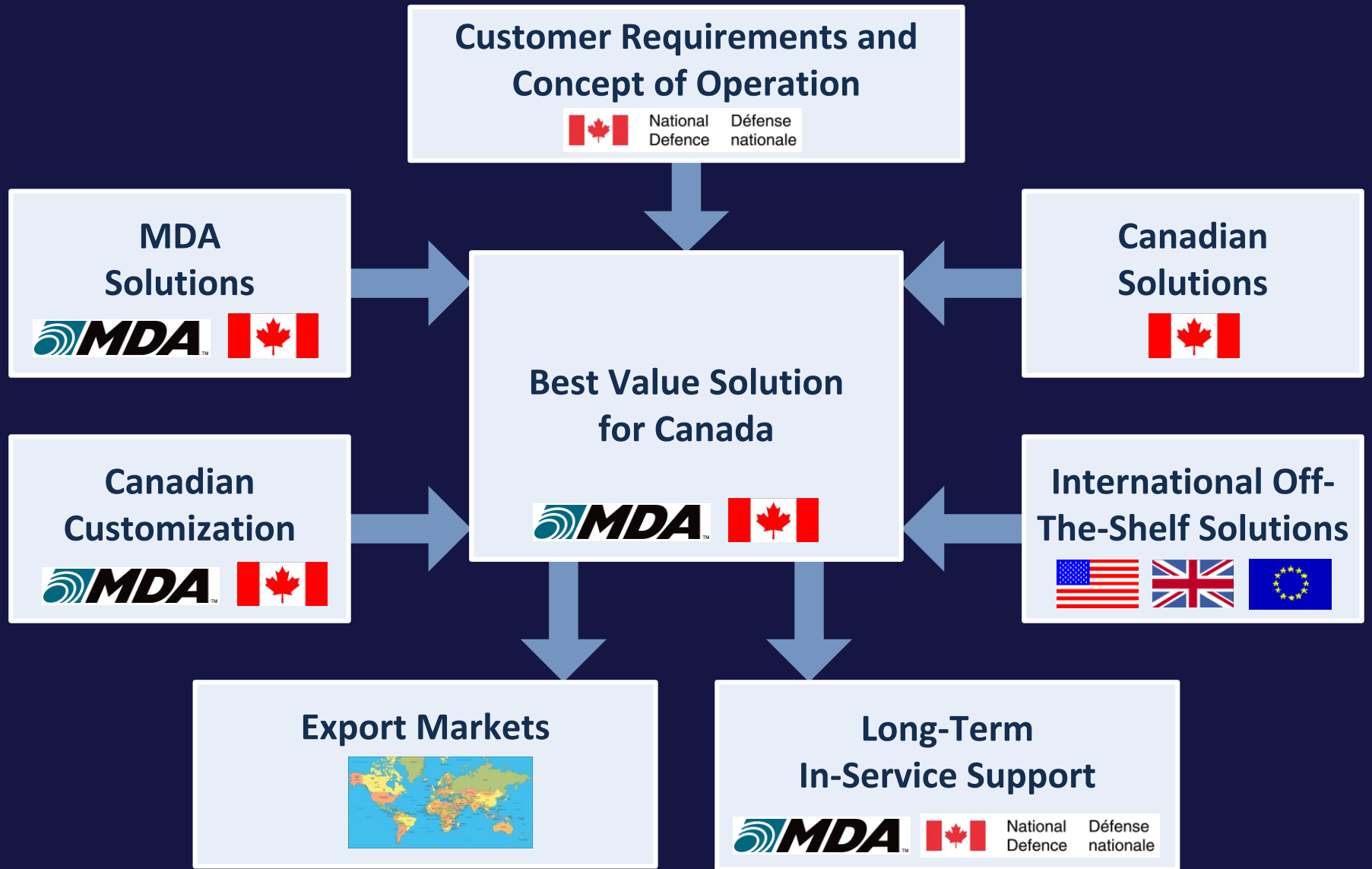
CIVIL



OIL AND GAS




MDA Business Approach



Value Proposition

Improving Economic Outcomes



- Industrial and Regional Benefits  Industrial and Technological Benefits (ITB)
- “Rated and weighted” **Value Proposition**, informed by:
 - Key Industrial Capability (KIC) Criteria
 - Analysis of KIC market segments
 - Industry engagement
- Where the Government chooses to specify a targeted, desired industrial outcome, **Mandatory Requirements** will be used as appropriate.
- Bidders will be required to submit ITB plans that:
 - Invest in Canada at 100% of contract value
 - Causality
 - Incremental
 - Regional distribution of benefits across all regions of Canada



Canadian Surface Combatant – Leveraging Economic Outcomes, February 10 2014 - Industry Canada

Purpose of the VP

The Objectives of the new Defence Procurement Strategy are to:

- Deliver the right equipment in a timely manner;
- Leverage purchases to create jobs and economic growth;
and
- Streamline defence procurement processes.

Industry can have the greatest impact on the second objective.

How Do Canadian Companies Leverage the VP?

To create jobs and economic growth in Canada certain factors that are important:

- Intellectual Property
- Value added products or services
- Ability to export

Sustained growth is only possible thru export

The IP Conundrum

The low risk solution is to choose systems already in use by other countries. The likelihood is that there is a foreign OEM that owns the IP associated with that system.

How does Canada ensure that Canadian companies will have access to that IP to deliver and support those systems?

How do Canadian companies then add value and perhaps some of their own IP so that the capability is exportable in the global market?

