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CANADA'S DEFENCE EXPORT STRATEGY

Prepared by Global Affairs Canada's Defence Exports Division



Context & Relevance



Foundational Strategies

- Defence Industrial Strategy
- Trade Diversification Strategy



Key 2035 Targets

- Increase Canada's non-U.S. exports **by 100%**.
- Increase Canada's defence exports **by 50%**.

Key Objectives of the Defence Export Strategy



Increase overall Canadian exports in the defence and security sector



Diversify these exports among Allies and like-minded partners to support their defence requirements



Support the growth and sustainability of the Canadian defence sector

Defence Export Strategy (DES)

Five Key Elements



1. Create a Defence Exports Division

- Centralize and coordinate implementation across government
- Support Ministerial engagement in trade shows & missions
- Enhance trade promotion and presence abroad
- Negotiate and advocate for better market access

Defence Export Strategy (DES)

Five Key Elements



2. Enhance export supports across GAC's Trade portfolio

- Grow Canada's Trade Commissioner networks in key markets.
- Strengthen collaboration between Trade Commissioners and Canadian Defence Attachés abroad
- Expand CanExport funding program for defence and security SMEs and associations
- Increase Canada's presence and footprint at flagship trade shows

Defence Export Strategy (DES)

Five Key Elements



3. Coordinate Whole-of-Government efforts

- Establish a Defence Trade Committee with key federal partners trade portfolio Crown Corporations (CCC, EDC)
- Prioritize and coordinate efforts and industry engagement
- Align export opportunities with CAF procurement needs

Defence Export Strategy (DES)

Five Key Elements



4. Purpose-built Deal Teams

- Leverage economic diplomacy to support Canadian defence firms pursuing commercial
- Led by GAC and including DND, EDC, CCC and/or Invest in Canada
- Support Ministerial engagement to advance high-potential/high-value projects

Defence Export Strategy (DES)

Five Key Elements



5. Secure Defence Market Access Arrangements

- Pursue market access arrangements that support Canadian defence exporters
- Seek industrial collaboration partnerships with Allies to benefit Canadian firms

Key Defence and Security Trade Shows

2026	2027	2028
DEFSEC West (Mar)	IDEX Abu Dhabi (Jan)	WDS Riyadh (Feb)
DAIMEX Baltic (May)	DSEI Hannover (Mar)	DEFSEC West (Mar)
CANSEC (May)	DEFSEC West (Mar)	
Eurosatory (June)	DSEI Tokyo (Apr)	
Farnborough (July)	CANSEC (May)	
MSPO Kielce (Sept)	Le Bourget (June)	
DEFSEC Atlantic (Oct)	DSEI London (Sept)	
AUSA (Oct)	DEFSEC Atlantic (Oct)	
Euronaval (Nov)	AUSA (Oct)	

Early Win: Canada joining the EU's SAFE Initiative

Quick Facts



- SAFE: €150 billion EU loan facility designed to support joint defence procurement by some Member States under the Readiness 2030 initiative
- Agreement signed in February 2026 and Canada to officially join in March 2026
- Canada currently the only non-European member with preferred access
- Strategic opportunity to access EU's defence procurement market supply chains



Key Conditions



- Canadian content eligible **up to 80% of SAFE contract** value
- Initial Canadian contribution: €10M
- Annual contribution of 15% of Canadian content in contracts exceeding 35% Canadian content
- Content thresholds:
 - Third-country content capped at 35%
 - EU content must be no less than third-country content and at least 20% of contract value
 - opportunity to access EU's procurement market
- Canadian firms are treated equally to European firms under SAFE



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Questions?

