



CADSI

MEDIA KIT



BACKGROUNDER - CADSI

The Canadian Association of Defence and Security Industries (CADSI) is the national industry voice for hundreds of defence, security and cyber companies that produce world-class goods, services and technologies made across Canada and sought the world over.

The defence and security industries contribute to the employment of more than 64,000 Canadians and generate \$10 billion in annual revenues, roughly 60% of which come from exports. Canada's cybersecurity industry contributes an additional 22,500 jobs, and \$2.9 billion in annual revenues.

CADSI's member companies range in size from micro-SMEs to large Primes, and offer a wide spectrum of products, technologies, and services to their customers at home and abroad.

The association organizes regular meetings and industry specific events, and offers numerous online and in-person resources to its members. Our events including the Canadian Armed Forces (CAF) Outlooks, an annual SME Day, and North America's largest tri-lateral defence and security trade show, CANSEC. CADSI's advocacy, policy and communications team engages regularly with government officials, Members of Parliament, staff, and media on a wide range of established and emerging issues affecting our members.

On the international stage, CADSI's Canada Pavilion uses the maple leaf as a global calling-card at the world's biggest defence and security trade shows to connect Canadian sellers with international buyers.

The association is led by CADSI President and CEO Christyn Cianfarani and a [Board of Directors](#).

To learn more, [visit our website](#) and follow us on Twitter at [@CADSICanada](#) and on [LinkedIn](#).

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BACKGROUNDER – CHRISTYN CIANFARANI

Christyn Cianfarani (KRIS-tin SEE-ann-fur-annie) has served as CADSI's President and CEO since 2014. She is responsible for creating an environment that showcases members both in the marketplace and with government stakeholders in support of domestic and international growth.

Ms. Cianfarani served in the Royal Canadian Navy for six years before moving to Canada's aerospace, defence and security industries, where she has blazed a trail for women for over two decades. During her 17 years at CAE Inc., she held leadership positions in strategy, business solutions, government relations, R&D, and intellectual property.

In 2013, Ms. Cianfarani was the only woman to be named to the Government of Canada-commissioned Jenkins panel on military procurement, which has played a significant role in shaping modern Canadian defence procurement policy.

A champion of diversity and inclusiveness in the workplace, Ms. Cianfarani has prioritized female representation on CADSI's Board of Directors. Under her leadership, representation rose from zero to 30 per cent and in 2018, she was named one of Canada's Top 100 Most Powerful Women. In 2021, she was named Canadian Defence Review Magazine's Defence Executive of the Year.

Ms. Cianfarani is a member of Canada's Defence Industry Advisory Group and is considered an expert in Canadian defence procurement policy. She holds a master's degree from the University of Toronto and a bachelor's degree from the Royal Military College of Canada.

She is fluent in English and French.

BACKGROUND - CANSEC

CANSEC is North America's largest tri-lateral defence and security trade show, hosted by CADSI since 1998. Over the years, CANSEC has grown into a global event that welcomes over 12,000 registrants from across Canada and abroad.

CANSEC runs over two days each spring at Ottawa's EY Centre, and includes a trade show as well as networking opportunities and keynote speakers. Canadian defence, security and cyber companies come from across the country to showcase leading-edge technologies, products, and services. All CANSEC exhibitors must be CADSI members.

CANSEC was postponed in both 2020 and 2021 due to the COVID-19 pandemic but returns in 2022 to mark its 25th anniversary.

KEY CONFERENCE STATISTICS:

- » 12,000 registered attendees
- » 300+ exhibitors
- » 55 foreign delegations

Visit the CANSEC website: <https://www.defenceandsecurity.ca/CANSEC/>

INDUSTRY'S RESPONSE TO COVID-19

From initial response to vaccine rollout, Canada's defence, security and cyber industries have supported the fight against COVID-19.

Our members engaged in cross-industry collaboration, retooling production lines and adapting quickly to respond to the pandemic. They have provided ventilators, face masks, hand sanitizer, medical and training apps, remote training and secure communications technologies, field hospitals, antimicrobial coatings, medical-grade gowns, backup power supply, border screening support, vaccination centres, and much more.

As the country rebuilds, CADSI's members will continue to answer the call. Learn more about these efforts in our [interactive map](#).



PARTNERS IN ECONOMIC RESTART

As Canada emerges from the COVID-19 pandemic, the defence, security and cyber industries can and should play an important role in the government's economic recovery agenda.

Our industry can retain and expand both production and jobs if the government sticks to the plans outlined in [Strong, Secure, Engaged](#) and the [Defence Capabilities Blueprint](#).

All projects outlined in these plans are fully costed, accrual based, and fully funded within the government's pre-COVID-19 fiscal framework. This spending will therefore have no impact on the federal budget deficit.

CADSI'S RECOMMENDATIONS:

1. Spend as much of the funds committed and allocated in SSE as possible by reprioritizing projects based on their impact on the Canadian economy and defence industrial base (DIB).
2. Eliminate procurement inefficiencies to accelerate project approvals, in consultation with industry.
3. Favour Canadian SMEs and supply chains to ensure that as much defence spending as possible is driven into the Canadian DIB, by:
 - a. Using National Security Exceptions to procure capability where it exists in Canada.
 - b. Using Public Services and Procurement Canada's procurement authorities to favour Canadian industry, especially from an SME and supply-chain perspective.
 - c. Aggressively applying the Industrial and Technological Benefits (ITB) Policy to all projects valued between \$20-100 million.
 - d. Contracting as much national procurement as possible, as this spending is more likely to remain in Canada.
4. Improve the export-control process to eliminate existing and avoid future backlogs.
5. Favour Canadian-based cyber firms as the government moves to a more flexible and remote work posture.

Read our [full proposal here](#).