

Small Business checklist for defence procurement

Use this checklist to help position your company as a supplier or service provider to defence contractors.

- **Attain the right certifications.** Certifications like [ISO 9000](#) and [Controlled Goods](#) are very important to defence contractors and might be essential to partnering with them.
- **Attend trade shows, industry days and events.** Defence industry events, such as CANSEC or the Western Innovation Forum, are great for networking. They allow you to meet key company officials one-on-one.
- **Join an industry association.** Industry associations host or sponsor trade shows, industry days, training sessions and networking events. Notable examples are the Canadian Association of Defence and Security Industries ([CADSI](#)), the Aerospace Industries Association of Canada ([AIAC](#)), and the Western Canadian Defence Industries Association ([WCDIA](#)).
- **Register and track procurement projects.** [Buy and Sell Canada](#) is the federal government's on-line tendering system and a good way to track procurement projects. Register to submit a bid or give feedback to a request for information (RFI) on a project.
- **Track project websites.** Some larger military procurement projects have their own websites with details, such as a list of interested bidders. DND's [Defence Capabilities Blueprint](#) outlines the capabilities each project needs.
- **Get to know the Industrial and Technological Benefits (ITB) Policy.** The [ITB web page](#) has details on the policy and related information. Western Economic Diversification Canada (WD)'s ITB team can also answer your questions about the policy.
- **Update your company website.** One of the first things defence contractors do is visit your website. They want to make sure that it is current and accurately reflects your company's capabilities that might be of interest to them.
- **Research the defence contractor and its capabilities.** Many Canadian companies pursuing ITB opportunities contact defence contractors and their sub-contractors. You will get the best response when you have done your homework on the contractor and its products, have targeted marketing materials ready, and can explain how you can add value as part of a specific project or wider supply chain
- **Contact defence contractors.** Most large defence firms have officials responsible for ITBs. If you are looking for a specific company's ITB manager, visit the [ITB obligations](#) page or contact a member of WD's ITB team.
- **Market yourself to major sub-contractors.** Defence contractors often rely on sub-contractors to fulfil large portions of work and ITB obligations, including partnering with SMEs.
- **Partner with other SMEs.** Canadian companies with complementary products or services can present a larger package to a prime defence contractor. This can help contractors with the challenge of managing too many sub-contracts. It can also help you increase the capabilities you can offer.