



Canada China Business Council
Conseil commercial Canada-Chine
加中贸易理事会

Doing Business in China

Case Study: **Bombardier Inc.**

Bombardier Inc., headquartered in Canada, is a world-leading manufacturer of innovative transportation solutions, from commercial aircraft and business jets to rail transportation equipment, systems and services. Their strategic and successful operation in China earned Bombardier the 2008 *CCBC Canada China Business Excellence Awards* honor **Best Global Business**.

Bombardier Aerospace in China

Bombardier is the leading manufacturer of business aircraft to China representing 48% of the market share. There are over 60 Bombardier regional aircraft currently in service in China. Airline customers include China United Airlines, Shandong Airlines, China Eastern Yunnan Airlines, Kunpeng Airlines, and Huaxia Airlines. Both Bombardier's customer base and deliveries in China are steadily increasing..

In June 2007, China Aviation Industry Corporation (AVIC I) and Bombardier Aerospace announced an agreement for a new, long-term strategic co-operation in the five-abreast, 90- to 149-seat commercial aircraft market. With this long-term strategic cooperation agreement, Bombardier intends to participate in the development of AVIC I's five-abreast ARJ21-900 aircraft. In July 2008, Bombardier Aerospace signed a contract with the Shenyang Aircraft Corporation (SAC) in the Farnborough Air Show to supply the centre fuselage on the newly launched Bombardier C Series aircraft. This agreement is another concrete example of the strategic business relationship that exists between Bombardier Aerospace and AVIC I.

Bombardier intends to invest \$100 million US in the ARJ21-900 project, when launched, and provide technical assistance towards the development of the aircraft. Furthermore, in pursuit of its goal to become a major international Tier 1 structural supplier, AVIC I plan to invest \$400 million US for research and development, construction of new facilities and equipment for the C Series aircraft program.

Bombardier Transportation in China

As the world's largest rail equipment manufacturer, Bombardier Transportation's co-operation with China dates back to 1954. Bombardier Transportation has been paying great attention to getting actively involved in China's urban mass transit development. It commits to transfer to China its world-class technology and advanced management philosophy. Currently, Bombardier Transportation has three joint ventures and three Wholly Foreign Owned Enterprises (WFOE) in China. Including its joint ventures and WFOEs, Bombardier Transportation currently employs about 3,000 people in China. It has offices located in Beijing, Shanghai Guangzhou and Hong Kong.

Bombardier was awarded the contract for the supply of Bombardier CX-100 Automated People Mover (APM) system for Beijing Capital International Airport and the contract for the supply of ART MK II cars for Beijing Capital International Airport Link, connecting Dongzhimen station to the Beijing Capital International Airport.

Bombardier and CCBC

Bombardier is a founding sponsor of the Canada China Business Council.