

# Australia Attractive to Canadian Exporters

The November 1, 1993 issue (Vol. 11, No. 18) of *CanadExport* featured a four-page supplement on Australia. Included in that issue were articles on Australia's economic reforms leading to more openness; an overview of the market itself as well as Australia being a gateway to other Asia-Pacific markets; how the trade commissioners in Canberra and Sydney can be of service; sectoral opportunities; and a brief listing of 1994 promotional programs. The following articles conclude the supplement.

## Large, Small Firms Find Markets That Matter

Canada is a major supplier of agricultural and industrial commodities, as well as finished goods, to Australia.

A number of important Canadian firms including Alcan, Placer Pacific, Macdonald Dettwiler, MacMillan Bloedel, DMR Associates, Northern Telecom, McCains, Moore Corporation, SNC, and Canadian banks, among many others, maintain a presence in the country.

The market is also tailor-made for small- and medium-sized exporters. Over 200 different products are shipped annually to Australian customers, many of these by small firms from across Canada.

Australia is a particularly important market for value-added products which now account for over 70 per cent of total Canadian exports to that country — a proportion that is surpassed only in Canadian exports to the United States.

Sales of telecom and informatics equipment, computer software, aerospace, and transportation systems are now important contributors to our export trade.

Recent successes by Canadian suppliers of high technology products include locomotives for railway expansion, software systems for the second telecommunications carrier, helicopter landing systems for the Australian navy and light armoured vehicles for the army — all point to the range of market opportunities for export-ready Canadian manufacturers.

Similar to Canada in sophistication and consumer tastes, Australia

holds promise for a growing number of Canadian firms seeking to expand their export horizons beyond continental North America.

This similarity extends to common language, laws and business practices — most importantly banking, finance and payment methods — making Australia a market which Canadian firms will find comfortable in their pursuit of market opportunities.

Australia is also a market where Canadians are well known, re-

spected and viewed as excellent partners for direct sale, joint venture and third-country marketing activities.

Bordering on the growing markets of South and Southeast Asia, and therefore a southern "gateway" to the Asia-Pacific region, Australia (whose exports to Asia are growing by over 6 per cent a year) is emerging as an important platform for foreign firms seeking to tap the wealth of prospects in the region.

## Plenty of Scope for High-Quality, Competitively-Priced Canadian Products

New Canadian exporters of high-quality, competitive products required to meet market demand, will find plenty of scope in Australia.

Opportunities abound in a wide range of sectors including railway equipment, bio-technology, building products, environmental technologies, medical equipment, distance education, special applications software and consumer products.

New exporters — in particular export-ready firms with state-of-the-art technologies — encounter few difficulties in establishing commercial links with Australian partners and representatives.

Trade is expected to expand during the balance of the 1990s, with Canadian exports surpassing the \$1.0 billion achieved in 1989.

For the High Commission in Can-

berra and Consulate General in Sydney, trade promotion programs will increasingly focus on new sectors of opportunity for Canada.

Industrial process control and instrumentation, environmental technologies, packaging equipment, specialized engineering services, and transportation equipment and systems have all been identified as key growth sectors in the future.

These emerging sectors, coupled with traditional areas of Canadian activity in agriculture, mining, oil and gas, pulp and paper, forestry equipment and telecommunications, will provide the basis for future trade growth.

For Canadian firms not yet active in Australia, the time is ripe to examine potential sales prospects as the market moves to sustained economic growth.

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