

companies and products is offset by local knowledge of Canadian equipment in use elsewhere in the world. As well, the many Canadians employed in Australia's oil and gas sector would be expected to know Canadian capabilities and competitive strengths.

Clearly, Canadian companies will need to establish a visible presence in Australia in order to sell there. Facilities would need to be established to provide buyers with after-sales service and technical support, since those are key factors in selling to the Australian oil and gas industry. Furthermore, it is vitally important that potential suppliers be prepared to establish long-term commitments to the Australian market. For the equipment buyers, significant cost savings are possible when supply is secured from a single firm for a broad range of related operations. Assured delivery times and quality control are also improved through product standardization. Therefore, firms seeking to enter this market with the intention of supplying on the basis of single contracts are not likely to be successful.

Several joint ventures have been contracted between Australian manufacturers and overseas companies, serving to provide Australians with access to overseas technology. The joint ventures also serve to provide the foreign supplier with both a base of operations in Australia and a means of meeting the local content preferences of buyers. For example, Johns Perry, Ltd., of Australia, and UIE of France, have teamed up to fabricate the process and production modules for the North Rankin "A" platform on the North West Shelf. In another North West Shelf assignment, the Geraldton Building Co., of Western Australia, and the Chicago Bridge & Rod Co. are combining to build the two accommodation modules and the helideck.

It is important for exporters to Australia to bear in mind the increasing significance of standards and regulations as market considerations in that country. Product standards are generally based on U.S. (API) or international codes. Local standards and regulations exist in the electricity and safety areas. Electrical wiring on products is usually rewired to local standards after being imported. Safety regulations are the responsibility of each state and vary considerably between states. Union regulations regarding safety and comfort are increasing.