

## Trade Prospects

Several sectors of the Australian market display good potential for Canadian goods and services. The Australian government is implementing procurement programs for defence products such as LAVs, F-18-related equipment, airborne search radar, CRV7 rockets and sonobuoy processors.

The Australian mining industry continues to require equipment replacement, especially in the hard rock gold mining sector. Canadian companies can expect to sell products ranging from drill bits to hard rock crushing/processing equipment, along with associated services. Similarly, the Australian pulp and paper sector is planning major expansions that may see total investment exceeding A\$3 billion. Companies such as Australian Newsprint Mills will be adding to existing facilities and will require equipment for the manufacture and processing of newsprint.

The advanced technology sector, including data communications equipment and software, satellite communication equipment and software, and telephone system peripherals offers good sales potential, especially in light of Australia's plans to deregulate the telecommunications sector.

Demand for agriculture and food products continues to grow. Sales of Canadian bovine embryos from 1986 to 1989 have grown from zero to in excess of C\$1 million per annum. The food sector, particularly confectionery items, mineral waters and beer, also offers opportunity for Canadian suppliers.

Consumer commodities such as furniture, hardware items, home renovation and decorative items, carpeting and camping equipment continue to find acceptance.

The commercial divisions of Canadian posts in Canberra, Sydney and Melbourne can make an initial assessment of the Australian market for any product or service on behalf of Canadian companies.