

## High Commission, Consulate General at Your Service

Canada's High Commission in Canberra and Consulate General in Sydney are responsible for the delivery of trade promotion and support services to exporters seeking to capitalize on Australian market opportunities.

Since the closure of the Consulate in Melbourne in March 1993, sectoral responsibilities have been redistributed between the two missions.

The High Commission in Canberra is responsible for the management of bilateral commercial and economic relations (including market access, development of industrial and scientific cooperation) and trade promotion in the following industry sectors: agriculture and

food products; genetic material; grains and oilseeds; fisheries and sea products; pulp and paper; government procurement; defence products and related services; aerospace; power and energy equipment; mining, and metals; and oil and gas products.

The Consulate General in Sydney directs Canadian programs in tourism development and maintains principal responsibility for: advanced technologies, systems, and services (including telecommunications, computer software, broadcasting, process control and instrumentation); transportation; forest products and forestry equipment; chemical and petrochemical

products; consumer goods; education, training, medical and health products; industrial machinery, plant and equipment; agricultural machinery; mining and oil and gas equipment; and consulting engineering services.

Enquiries from Canadian firms concerning the Australian market should be directed to the respective missions listed here: Canadian High Commission, Commonwealth Avenue, Canberra, Act 2600. Tel.: (062) 273-3844. Fax: (062) 273-3285. Or: Canadian Consulate General, Quay West, Level S, 111 Harrington Street, Sydney, New South Wales 2000. Tel.: (02) 364-3000. Fax: (02) 364-3098.

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fruit and vegetable producer, particularly for apples and potatoes. Fisheries and aquaculture development expanded rapidly since the 1950s. Tasmanian salmon (originally from Canadian stocks), as well as abalone, squid and ocean perch, are exported worldwide. Forestry and mining also contribute to a large share of the state's industrial production.

At the midpoint of the east-west axis, South Australia, with its capital, Adelaide, offers a diverse market. Adelaide is home to a number of Australia's most advanced high technology firms in electronics, health sciences, marine engineering and agriculture. The state is an important producer and exporter of wheat, as well as the source of premium Australian wines which are rapidly gaining international reputation, not least in Canada. Oil and gas, automotive parts, fisheries (in particular deep-sea tuna and other species), and machine tooling and metallurgy,

also contribute to the local economy.

On the West coast, Perth and Western Australia represent the hub of Australia's mining and oil and gas industries. The Northwest shelf in the Indian Ocean, over 600 km north of Perth, is the source of much of Australia's liquified petroleum gas for export to Asia and Japan. Rig and platform production facilities in the state are important customers for Canadian equipment and service suppliers. Mining, in particular iron, lead, nickel, gold, and manganese, is a major activity in the region. Canadian mining equipment has, in recent years, found particularly receptive ground with local mine operators and agents/representatives.

Queensland, on the Northeast coast, is Australia's fastest-growing state. A traditional agricultural (wool, wheat and sugar) and mining (coal) region, it has seen tourism emerge as a key sector of opportunity. The Great Barrier Reef, seemingly endless beaches, rain

forests and a tropical climate, have made Queensland a holiday and getaway destination not only for Australians, but also for growing numbers of Japanese, Korean and Southeast Asian visitors. Brisbane, the capital and a major high technology centre, offers various opportunities for information and environmental technologies suppliers. Micro-electronics, architectural services and building materials are also key sectors for future growth.

The country's two administrative territories—the Northern Territory (NT) and Australian Capital Territory (Canberra)—offer more limited opportunities to potential exporters. As the federal capital, Canberra is, of course, a key location with respect to government procurement. Darwin, in the far North, like Cairns in Queensland, will likely increase in importance in future as an entrepot and export centre to Southeast Asia, especially Indonesia and Papua, New Guinea.