

Australia's information and communications technology (ICT) industry is one of the most innovative and dynamic sectors of the country's economy. Valued at \$60 billion, it has grown at an annual rate approaching 12% over the last five years — more than two and a half times the average for the Australian economy as a whole.

Australian consumers and businesses are quick to adopt leading-edge information technology applications. For example, there are close to 11 million cellular phone subscribers in Australia, a penetration rate of almost 57%; and a 2000 survey found that 65% of the population aged 16 and over have Internet access, giving Australia a global ranking of sixth. Some 46% of the population have Internet access at home via a personal computer, and an estimated 77% of Australian businesses employing 10 or more persons were on-line as of June 2000. In May 2001, Australia was second to the United States in the *Economist*

Intelligence Unit's "E-business Readiness Rankings," placing ahead of Britain, Canada and Norway.

This is a technically sophisticated market that is easy to penetrate. That

headquarters location for companies operating in the Asia Pacific region. Among the many leading multinational ICT investors located in Sydney are IBM, Microsoft, SAP, Alcatel, Cisco,

Discover Australia's burgeoning ICT industry

makes Australia highly attractive despite its relatively small size. It is also a natural gateway to the fast-growing Asian market.

Each year Australia imports around \$13 billion in ICT goods and services. In 1999 it ranked 10th among the top 15 export destinations for Canadian ICT goods, with purchases totalling \$153 million.

As Australia's leading business and finance centre, Sydney has the largest concentration of ICT companies in the country and is a leading regional

EDS and Nortel. Next May, the city hosts Australia's premier information and communications technology (ICT) exhibition and conference, CeBIT Australia (www.cebit.com.au).

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Pollutec 2001

PARIS-NORD VILLEPINTE, FRANCE — December 4-7, 2001 — Some 1,500 exhibitors from approximately 30 countries, along with 40,000 professionals, are expected to attend the 17th Pollutec — the premier international exhibition on environmental equipment, technology and services.

In 1999, Pollutec boasted nine international pavilions and attracted 507 foreign companies from 26 countries. Canada will have a pavilion

with exhibition space for five to seven companies at Pollutec 2001.

The 60,000 m² Pollutec exhibition will showcase the latest French and international innovations in equipment, technology and services in every environmental field: water, waste, recycling, air, noise, energy, soil cleaning, clean technologies, analysis/measurement/control, etc.

In addition, Pollutec will be covering some new areas of interest this year, including:

- risk and risk management
- hydrogen

- coastal management and protection
- biological treatment of waste
- energy forum.

The European Commission will participate as well and will present the LIFE projects (a program that gives financial support to a number of environmental projects).

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BATIMAT 2001

PARIS, FRANCE—November 5-10, 2001—For over 40 years, the international building exhibition, BATIMAT, has showcased the latest advances in building construction and improvement. No other exhibition in the world has attracted so many exhibitors and visitors in the area of construction or continued to expand for so many years.

BATIMAT 2001 represents a turning point as it will focus on high-tech developments in construction, highlighting the impact of these new technologies not only in terms of new building solutions based on high environmental quality, but also in the areas of work techniques, customer-supplier relations and methods of procurement and distribution.

For more information, visit www.batimat.com/english/home.asp or contact Cécile Bourdages, Commercial Officer (Natural Resources and Construction) Canadian Embassy, Paris, tel.: (011-33-1) 4443-2374, fax: (011-33-1) 4443-2998, e-mail: cecile.bourdages@dfait-maeci.gc.ca or visit the Web site: www.dfait-maeci.gc.ca/paris/menu-e.htm ✪