

# BUSINESS OPPORTUNITIES

*Australia is the focus of this 'Down Under' Business Opportunities Section. Geelong, one of the country's most important manufacturing centres, is highlighted.*

Since the late 19th century Australia has been an important market for Canadian exporters. A Trade Commission, established at Sydney in 1894, was one of Canada's first overseas trade posts and was instrumental in the development of two-way trade which, in 1991, exceeded \$1.3 billion.

The State of Victoria, Australia's manufacturing heartland, offers Canadian exporters extensive commercial and trade opportunities. Industrial activity is centred in the corridor between the capital, Melbourne, and Geelong, on Port Phillip Bay.

The State is home to major industries, including automotive parts and vehicle assembly, machine tooling and metal working, industrial engineering and design, computer technology, apparel, textiles and footwear.

The State also is an important agro-industrial centre, home to the majority of Australia's food processing industries and to more than 60 per cent of the country's dairy cattle herd. In recent years, the Victorian wine industry has become a major exporter.

Geelong, 70 kilometres east of Melbourne, is one of Australia's most important manufacturing centres. Beginning as a major wool and storage exporter, this city of 200,000 inhabitants is home to Ford of Australia's casting and stamping plants, as well as the company's national engineering design and research centre. Major domestic autoparts suppliers (Henderson, Pilkington, and others) are located

in the region, as are such key material suppliers as Alcan, Alcoa and BHP Steel.

The recession of the early 1990s has made Geelong-area businesses cognizant of the need to expand into international markets. While focusing on the proximity of South and South East Asian markets, businesses see North America — particularly Canada — as an important source of raw materials, equipment and technology required to improve local competitiveness.

A recently concluded "Canada-Geelong Business Marketplace", organized by the Canadian Consulate in Melbourne, resulted in the identification of a number of new commercial opportunities for Canadian firms and their Australian counterparts.

The complementary nature of industry in both countries, coupled with the need to expand market horizons and productivity, augur well for the potential expansion of bilateral trade links. Joint ventures and strategic alliances between Canadian and Australian exporters could result in increased market penetration by innovative, cost competitive products, in these previously untapped market areas.

The Geelong-based firms that expressed interest in expanding trade and technology linkages with Canada include:

- **Portland Fibreglass Products**, P.O. Box 318, Portland, Victoria 3305, Australia. Fax: Wayne Barrett 055-23-6105. Seeking Canadian sources of **reinforced plastics and thermoplastic sheeting** for manufacture under license in Australia. Also interested in production of **anti-corrosion chemicals** for export from Australia to South East Asia.

- **Glenros Clothing Pty.**, 15 West Fyans Street, Newton, Victoria 3220, Australia. Contact Glenys Drayton. Seeking Canadian supplier of **natural chamois** for use in manufacture of complete range of sport/beachwear (Rip Curl).

- **Oberon Tanning Co.**, Gravel Pits Road, South Geelong, Victoria 3220, Australia. Fax: Charles Suvoltos 052-21-1858. Tanners of kangaroo skin, this firm is seeking **new Canadian technology for deer and/or kangaroo skin tanning processes**; also interested in **joint venture** for co-marketing in North America and South East Asia.

- **Tindala Pty. Ltd.**, 4 Dowsett Street, South Geelong, Victoria 3220, Australia. Fax: Michael Ford 052-22-3543. This importer of timber and equipment for the timber industry currently sources equipment for 1,000 cubic metres per month hardwood sawmill in Papua, New Guinea. Interested in Canadian **equipment for sawmill requirements**. Also export of **tropical hardwoods** to north America.

- **Unilink Research and Consultancy**, Deakin University, Geelong, Victoria 3217, Australia. Fax: Dr. Arpad Phillip 052-27-2013. This commercial and research agency with the university is very interested in **cooperation with Canadian biotechnology firms**, particularly in food and food processing technologies, and seeks **joint venture arrangements** for Australia with Canadian counterparts.

- **Gearing Dynamics Pty., Ltd.**, 48 Douro Street, North Geelong, Victoria 3215, Australia. Fax: Frank Parsons 052-78-1535. Seeking partner in Canada for **manufacture and marketing under license or joint venture** a pat-

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