

locations as a regional base for Canadian companies, with its similar regulatory, financial and cultural milieu.

D. TRADE DEVELOPMENT ASSISTANCE AND INDUSTRIAL CO-OPERATION

Trade Promotion

Australia is an excellent market for Canadian products. It offers a broad range of commercial opportunities, as its import requirements are often in areas where Canada has demonstrated export capabilities.

Canada maintains a High Commission in Canberra (the Post) and Consulates General in Melbourne, Sydney and Perth. The representatives in the Commercial Division of these Posts can provide assistance to the business community in such areas as joint production licensing and third-country marketing.

Many of the provinces also have active promotional export programs specially targeted at Australia.

The federal *Program for Export Market Development* (PEMD) is a facility for Canadian exporters to explore markets with some financial assistance. (A brief overview of PEMD is provided in Appendix B.)

Trade Fairs and Missions

Attendance at Australia trade fairs is a key means of promoting Canadian products and services. In Australia, most trade fairs open doors to other prospective buyers from other Pacific markets including New Zealand. The Department of External Affairs (DEA) provides support to Canadian companies under the *Promotional Projects Program* (PPP) and also under PEMD to participate in international fairs. The objective is to assist Canadian companies to make direct sales at the fair sites, to establish agents or representatives, and to initiate contacts with potential clients. (Brief program information on PPP is found in Appendix C.)

The following are some typical trade fairs and exhibits in Australia:

- International Furniture Fair, Sydney (May 1985)
- International Packaging and Printing Exhibition, Melbourne (May 1985)
- Forest Industries Fair, Brisbane (June 1985)
- AIEE '85 — Australian International Engineering Exhibition, Melbourne (July 1985)
- Food Preparation and Catering Equipment Show, Melbourne (August 1985)
- Mallee Machinery Field Days — Agriculture Machinery Show, Speed, N. Victoria (August 1985)
- Perth Royal Show — Agriculture Show, Perth (September, 1985)
- Process Control Engineering Exhibition, Melbourne (PACEX) (October 1985)
- PTA '85 — Petroleum Technology Association Show, Perth (November 1985)

Export Financing

The Export Development Corporation (EDC) provides financial services such as loans and insurance to Canadian companies pursuing business in Australia. Canadian exporters are encouraged to seek details on these services from EDC at the following locations:

HEAD OFFICE

110 O'Connor Street
P.O. Box 655
Ottawa, Ontario
K1P 5T9

Tel.: (613) 237-2570
Cable: EXCREDCORP
Telex: 053-4136
Facsimile: (613) 237-2690
Rapidfax: (613) 563-9738

WESTERN REGION

Suite 1030, One Bentall Centre
505 Burrard Street
Vancouver, British Columbia
V7X 1M5

Tel.: (604) 688-8658
Telex: 04-54223
Facsimile: (604) 688-3710

ALBERTA REGION

Suite 2380
East Tower, Esso Plaza
425 - 1st Street South West
Calgary, Alberta
T2P 3L8

Tel.: (403) 294-0928

ONTARIO REGION

Suite 810, National Bank Building
P.O. Box 810
150 York Street
Toronto, Ontario
M5H 3S5

Tel.: (416) 364-0135
Telex: 06-22166
Facsimile: (416) 360-8443

QUEBEC REGION

Suite 2724, 800 Victoria Square
P.O. Box 124
Tour de la Bourse Postal Station
Montreal, Quebec
H4Z 1C3

Tel.: (514) 878-1881
Telex: 05-25618
Facsimile: (514) 876-2840

ATLANTIC REGION

Suite 1401, Toronto-Dominion Bank Building
1791 Barrington Street
Halifax, Nova Scotia
B3J 3L1

Tel.: (902) 429-0426
Telex: 019-21502