

1. EXECUTIVE SUMMARY

A) *Recommendations*

- *Opportunities now exist in the Australian Materials handling market for Canadian manufactures and exporters to explore the following product areas:*
 - i) *Automated racking and shelving systems.*
 - ii) *Narrow aisle forklifts and elevated cab turret trucks.*
 - iii) *Conveyor parts.*
 - iv) *Small to medium crane range.*

These markets are growing and are currently served by imported products and manufacturers of forklifts and hoists should not ignore the Australian market, despite their product sectors being most competitive. The Australian market is currently served by a wide range of locally manufactured and imported products and success will be determined by either cost advantage or unique product benefit. Canadian manufacturers with internationally competitive products should contact the Consulate to arrange further investigation of the market potential for their product range. Details of interested Australian manufacturers, who have been approached on a joint-venture or manufacture under licence basis will be advised as the result of such contact.