

FOREWORD

This export market report provides information on market opportunities by sector, as well as advice to companies on areas to consider in the development of their own Australia export marketing program.

Readers will be aware of the variety of services and assistance available to them from the posts in Melbourne, Perth, Sydney and Canberra through the various departments of the federal government, as well as through provincial ministries of industry and trade and trade associations. Should the market opportunities section in this report provide encouragement to your company, you are urged to take advantage of these services whether you are a new exporter to Australia or one considering expansion there.

Readers may wish to refer to *Export Roadmap*, a publication of the Canadian Export Association which clarifies for exporters the points of contact in the various federal government departments and agencies responsible for export promotion. Other market reports in this series are available for the United Kingdom, the Association of Southeast Asian Nations (ASEAN), and China.

The Department of External Affairs is anxious to ensure the continuing relevance of market reports to the needs of the Canadian corporate community. Readership surveys are undertaken to measure the utility of these reports and if you are contacted in this regard, your co-operation in providing information is appreciated. Companies wishing to make comments directly to this department should contact the Trade Development Policy and Planning Division, Department of External Affairs, L.B. Pearson Building, 125 Sussex Drive, Ottawa, Ontario, K1A 0G2.