

Export and Investment Promotion Planning System

MISSION: 534 CANBERRA

COUNTRY: 011 AUSTRALIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- ii) Project Name: TACAN BEACONS
Approximate Value: \$ 10 M
Financing Source: 012 DOM
For further info. please contact:
R. BALLHORN

- iii) Project Name: LIGHT ARMoured VEHICLES
Approximate Value: \$ 200 M
Financing Source: 012 DOM
For further info. please contact:
M. HUGHES

- iv) Project Name: EQUIPMENT FOR NEW AUSTRALIAN SURFACE
COMBATANT
Approximate Value: \$ 1000 M
Financing Source: 012 DOM
For further info. please contact:
B. BAKER

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be moderate

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

CANADIAN FIRMS ARE NOT FAMILIAR ENOUGH WITH AUSTRALIAN OFFSETS REQUIREMENTS

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- competitive export pricing for this market
- strong sectoral capability in Canada