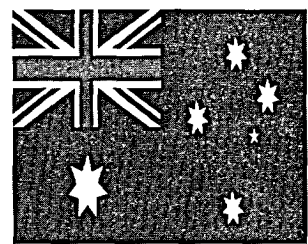




# AUSTRALIA SUPPLEMENT



## Canada, Australia Enter Second Century as "Partners in the Pacific"

Canadian exporters will know that 1994 marked the 100th Anniversary of the Canadian Trade Commissioner Service. However, it was actually in January 1895 that Canada's first Trade Commissioner, John Short Larke, disembarked from the Warimoo at Sydney Harbour to take up his assignment in Australia. Thus 1995 is the Centenary of Canada's official trade relations with Australia.

Mr. Larke's instructions included "to collect information both on the general trading requirements in Australia and specific trade opportunities" and "to promote trade between Canada and Australia in every possible way".

His efforts stimulated trade in a wide range of goods including textiles, carriage wheels and cereals. He played a significant role in the establishment of the Pacific cable (which helped bridge the mighty ocean between Canada and Australia) and is recognized for his efforts in improving shipping services between the two countries.

Now, 100 hundred years later, there exists an active and wide-ranging partnership — one that has become increasingly important as we move towards the next century as "Partners in the Pacific".

Today, total bilateral trade between Canada and Australia exceeds \$2 billion, making Australia Canada's fifth-largest trading partner in the Asia-Pacific region. While carriage wheels no longer figure in Canada's exports, the diversity of value-added

goods and services exchanged exceeds that of trade with any other Asia-Pacific trade partner. What's more, small and medium-size enterprises (SMEs) in both countries are benefitting from, and contributing to, this growing relationship.

Investment linkages are also strong: our investment in Australia is almost \$5 billion — largely in mining, telecommunications and industrial processing. Australian investment in Canada is about \$2 billion.

Both countries offer attractive commercial opportunities: Canada as an entry into the rich North American market (now reinforced by NAFTA) and Australia as a springboard into the dynamic Asian economies.

People connections also have grown substantially. Large numbers of Canadians and Australians visit each other's country every year; in 1994 more than 85,000 Canadians visited Australia, while 120,000 Australians travelled to Canada.

Academic exchanges also are extensive and a newly-established Centre for Canadian Studies at the University of Western Sydney will give greater focus to this element of the relationship.

In celebration of these 100 years of Canada-Australia trade and economic relations, there are planned a series of events and activities (many of which are presented in this supplement) that are designed to set the stage for a second century of "Partners in the Pacific".

The varied and vibrant links can only grow stronger!

## Sydney Site of Major Trade, Investment Conference

*Canada-Australia — Pacific Partners for the Next Century* is the title of a major trade and investment conference being held February 27-28, 1995 in Sydney, Australia.

The conference represents a major element in the series of events planned in 1995 to mark the 100th anniversary of Canada's official trade relations with Australia. In January 1895, Canada's first trade commissioner disembarked from the Warimoo in Sydney Harbour, making Sydney an apt venue for the conference. The conference will attract some 175 senior representatives from the private and public sectors in both countries. With a view to enhancing Canada-Australia commercial and economic linkages, the conference has a number of key objectives, some of which are:

- to expand the business partnerships between companies from Canada and Australia by providing the opportunity for updated market intelligence and effective networking;
- to examine the strategic location of Canada as a base for commercial operations in the NAFTA region;
- to analyze the changing dynamics of doing business in the Asia-Pacific;
- to study the Australian focus on the Asia-Pacific region as a basis for joint ventures and strategic alliances to pursue opportunities in the dynamic Asian markets;

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