

## Out-Going, In-Coming Australia Missions

EAITC, in cooperation with the two Canadian missions in Australia, will be organizing a number of out-going (to Australia) and in-coming (to Canada by Australian buyers) trade missions in sectors of defined opportunity for Canadians.

Participation by qualified Canadian firms is subject to selection and recruitment criteria established by the Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada, Ottawa.

Specific dates for mission travel are being finalized. Sectors of concentration of the missions program include:

- environmental technologies (to Australia);
- railway technology and equipment (to Australia);
- defence products and systems (to Australia);
- environmental equipment and services (to Canada);
- computer software (to Canada).

Both Canberra (High Commission) and Sydney (Consulate General) maintain a list of key trade shows in the sectors for which they are responsible.

There are, in addition, a number of planned tourism promotion events across Australia directed at local travel agents and other industry professionals to further promote Canada as a destination for Australian tourists.

For more information, contact the Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada (EAITC), Ottawa. Tel.: (613) 996-1052/995-7652. Fax: (613) 996-1248.

## Trade Tradition Proves Healthy

Canada and Australia have a trade relations tradition dating from the 19th century.

The establishment of a trade commission in Sydney in 1895, one of the first overseas trade offices opened by the Canadian government, ushered in what will soon be a century of extensive bilateral trade.

A market of 17 million people, Australia is an important trading partner for Canada in the Asia-Pacific region, and our two countries share common interests and objectives in the Uruguay Round of Multilateral Trade Negotiations and in Asia-Pacific Economic Cooperation (APEC).

Australia's position in the fastest-growing economic region of the world augurs well for expanded

opportunities for Canadian exporters in the 1990s and beyond.

It is already an important destination for Canadian products and services. Two-way trade totalled almost \$1.5 billion in 1992, making Australia our sixth-largest trading partner in Asia after Japan, China, South Korea, Hong Kong and Taiwan.

Investment relations have also grown through the years. Total Canadian direct investment in Australia is estimated at over \$5 billion, in such sectors as mining, media, agro-industry and manufacturing.

Australia is also a not insignificant source of foreign investment in Canada; around \$2.5 billion in "Aussie" capital is at work in Canada.

## Business, Trade Contacts in Canada, Canberra and Sydney

*Contacts for business/trade matters pertaining to Australia are:*

- Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada, Ottawa K1A 0G2. Tel.: (613) 996-1052/995-7652. Fax: (613) 996-1248.

- Canadian High Commission, Commonwealth Avenue, Canberra, Act 2600. Tel.: (062) 273-3844. Fax: (062) 273-3285.

- Canadian Consulate General, Quay West, Level S, 111 Harrington Street, Sydney, New South Wales 2000. Tel.: (02) 364-3000. Fax: (02) 364-3098.

## Good Strategy Reaps Rewards

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Companies already established in Australia should consider expanding further their business linkages with local partners in order to pursue opportunities in third-country markets, such as Southeast Asia.

The approaching centenary of the establishment of official trade re-

lations provides a unique opportunity to revitalize a profitable and valued partnership between "old friends".

A well-planned, sustained, marketing strategy will reap rewards in a market Canadians will find very familiar and comparable to their own.