

- iv) Publicity will be arranged in Australian trade journals and association publications and distribution will be arranged for "catalogues of Canadian capabilities" that will be prepared as a means of countering Australian reliance on U.S. publications for information on equipment manufacturers.
- v) The posting to Australia of an officer with expertise in the Canadian petroleum industry (onshore and offshore) is being considered. The officer would be given a clear mandate to promote exportation of Canadian oil and gas equipment to Australia. The assignment should catalyze joint-venture contracting between Canadian and Australian firms.
- vi) A Post will be designated to co-ordinate Canadian oil and gas equipment and services export activities with multinational corporations for projects and ongoing requirements in all parts of the world. Houston is the world's most important technology and procurement centre for the oil and gas industry. London (BP/Shell), The Netherlands (Shell), Los Angeles (Fluor) and San Francisco (Bechtel) are also major centres.
- vii) Support will be given the presentation of papers and talks at meetings of the various Australian trade associations. The financial community, oil and gas industry, equipment and service sectors should be included, as well as the various regulatory bodies active in the Canadian oil-patch scene.
- viii) Trading houses will be encouraged to become involved in the Australian market. Export consortia will be developed where possible.
- ix) An inventory of major projects in Australia will be prepared and updated regularly.