

## FOREWORD

Canada's Market Development Plan for Australia has been prepared to assist those in the public and private sectors interested in expanding business in Australia. The assessments and proposals it contains are the basis for the Department of Industry, Trade and Commerce marketing activities in Australia over the next two-to-three years. The provincial governments, which play an integral role in the trade process, as well as federal departments with an international focus, have been consulted in preparation of the plan. The plan does not attempt to exhaustively cover Canadian interests or Australian opportunities. Rather, it highlights significant sector opportunities that are consistent with Canadian supply capabilities. As the document is updated, additional sectors may be analyzed and included as warranted in the revised editions.

The material presented is divided into specific sections that may interest different audiences. The Executive Summary is provided as an overview of Canadian/Australian trade relations and summarizes the separate sector strategies in a detailed action plan. Sections of a general nature concerning bilateral Canada-Australia relationships and socio-economic and political conditions in Australia may be particularly useful to the reader seeking a broad introduction to the Canada-Australia trade environment. The detailed analysis of the priority sectors will be of particular interest to the private sector.