

expertise is especially high in the areas of gas and oil exploration, exploitation and transportation; mining and mineral resources; and petrochemical, electric power, and water treatment and sewage plants. Since the equipment is usually too complex to be serviced from Canada, when supplying abroad the companies normally enter into joint-venture agreements with local systems houses or distributors. Canadian designed systems have been accepted throughout the world although the major area of export concentration has been the United States.

c) Recent Canadian Marketing Activity

In the past, the number of Canadian control and instrumentation equipment manufacturers marketing their products in Australia has been limited largely to specialized areas such as radiation pyrometers and spectrophotometers. Canadian manufacturers visiting Australia report that as a result of the Canadian dollar exchange rate they are price competitive. Furthermore, wholly-owned Canadian companies are gaining a reputation for reliable and state-of-the-art products and instrumentation systems. Canadian subsidiaries of the large multinational companies, such as Bailey Meter and Honeywell, are finding instrument and systems acceptance in Australia through global rationalization programs. The number of Canadian firms represented in the Australian marketplace is small. The firms produce quality products and systems mainly to service resource-boom opportunities. The firms have agreements with local systems houses and distributors who work closely with their customers and stand behind the Canadian product with after-sales support. Excluding the large multinationals, Canadian firms active in Australia include Sentrol Systems, Conspec Controls, Weightech Group, Milltronics, Promac Controls, Inc., Markland Specialty Eng., SED Systems and George Kelk, Ltd.

d) Canadian Success Stories

Sentrol Systems Inc. of Toronto is one of the world's largest manufacturers of process-control equipment for use in pulp and paper mills. Because of its established reputation, use of advanced technology, and price competitiveness in international markets, the company has won contracts to supply equipment to five Australian mills between 1979 and 1981. The total value of those contracts is 2.5 million dollars. Sentrol has set up an Australian subsidiary in Melbourne, Sensors Controls Pty. Ltd., which now employs 12 people.