

Efforts should be concentrated in areas where Australian supply capabilities are limited. In addition, discussions with third-country interests concerning possible co-operation in Australian resource-based Mega projects should be considered.

Canadian firms must publicize their products aggressively in Australia. Without question, local representation will be necessary if sales are to ensue. Many well-qualified firms are available that can initiate contact. The Department of Industry, Trade and Commerce can help Canadian companies identify those firms. It is usually advisable that firms chosen as representatives in Australia have offices or branches in most, if not all, of the primary operating centres of the oil and gas industry so as to ensure maximum territorial coverage.

Consistent with those objectives and necessary approaches to the market, the following action plan has been developed:

- i) A market information program will be undertaken consisting of the material available from the Price Waterhouse Associates Report on Oil and Gas Field Equipment. A survey of Australian equipment requirements for the geological, geophysical, and seismic exploration sector will be included, as well as a detailed report on requirements for the various pipeline projects. A study of Australian requirements for subsea exploration and development will also be prepared. Related information will be made available concerning specific opportunities, market studies and situations reports, as appropriate. Specialists will be sent to Australia, when required, to help identify opportunities for Canadian exporters.
- ii) A detailed report on Australian current and future capabilities in this sector will be undertaken, identifying local firms with whom Canadian companies could establish ties for technology transfers, joint-venture manufacturing, local assembly, and so on.
- iii) A Canadian presence will be included at the Petroleum Technology Australia '81 Show, in Perth, in November. The province of Alberta will also have an exhibit. Further trade missions will be considered when appropriate.