



# communiqué

N°: 25  
No.:

FEBRUARY 17, 1984

## HI-TECH SEMINARS IN AUSTRALIA

The Honourable Gerald Regan, Minister for International Trade, today announced that 20 Canadian companies will participate in Department of External Affairs-sponsored "hi-tech" seminars in Melbourne and Sydney, Australia, February 21 to March 1, 1984.

The seminars feature leading Canadian companies in telecommunications, the computer industry, videotex and instrumentation and industrial process controls. "The reason for holding seminars", said Mr. Regan, "is that "high technology" demands an educational as well as a traditional marketing approach."

Australia has been identified as a "priority" market for Canada since October 1981, when a Canadian export plan for Australia was issued. Other elements of the plan include incoming missions of Australian buyers to Canada and missions of Canadian business people to Australia.

"Canadians, however, are after more than export sales. As both Australia and Canada concentrate on developing markets in the Pacific Rim countries, there are many opportunities for cross-licensing, industrial co-operation, joint marketing, joint venturing and the sharing of technology", Mr. Regan said.

.../2