

Goods, Services Sectors Promising — from page 5

policy is still to be defined fully by the federal government, but it will become a near-term reality. Canadian capability in the provision of services and equipment for transmission, as well as a potential source of programming to be utilized by Pay TV operators, make this market segment a particularly important near-term focus of Canadian trade promotion efforts.

Computer software: requirements for more sophisticated applications solutions has fuelled a surge in demand for specialized software estimated at over 13 per cent per year in Australia.

PC applications have outstripped lap and multi-user computing as sectoral priorities, with growth expected to be sustained up to 1997.

Canada has an established international reputation for high-quality, reliable software. A number of Canadian firms are active in Australia, but so far Canadians have

merely scratched the surface of the market which is slated to be worth over A\$2 billion by 2000.

Specialized applications software for geographic information systems (GIS), health-care, educational products, networking products, unix, CAD/CAM/CAE and many other areas, will grow appreciably in Australia in the coming years. Local software development and marketing capability is well advanced; however, synergies between Canadian and Australian firms in this sector — specifically cross-rep-

resentation prospects in Asia Pacific and North America respectively — have produced excellent sales and market penetration to date for Canadian products and expertise.

Equally promising prospects for Canadian exporters can be found in medical and health sciences; increased domestic sales of medical products since 1990 augur well for innovative, state-of-the-art technologies. While consumables will continue to be sourced from Asia, more advanced diagnostic and electro-medical equipment will be procured from foreign sources, in-

sortia of Canadian and Australian remote sensing companies.

Major opportunities are also expected to arise from government privatization initiatives in a number of state-owned public utilities. Gas pipeline management and transmission, additional electrical grid capacity, water transmission and distribution systems, could all be the object of divestiture by state governments in the coming years. Specialized consulting expertise will be required in the valuation of these assets, as well as in assessment of subsequent offers. Canadian capa-

bility could play a role in a number of states where this process is well advanced.

Other sectors, including distance education and bio-technology, will be the focal point of initial investigation by the Canadian trade offices in Australia. A series of sectoral assessments will be produced for distribution to

1994 Promotional Programs

External Affairs and International Trade Canada (EAITC) will implement a range of promotional projects in Australia in early 1994 intended to assist exporters in their initial market assessment efforts.

A number of trade fairs, trade missions, and seminars will be undertaken by the Canadian missions in Australia across a range of industry sectors.

Some major events planned in the coming year include:

- **Australian Remote Sensing Conference** — Melbourne — February '94;
- **PC 94** — Sydney — March '94 — computers and software;
- **ATUG 94** — Sydney — May '94 — telecommunications products and systems.

Information booths are also being planned for major Australian engineering, building products and agricultural equipment exhibitions taking place in the second half of 1994.

cluding Canada.

Remote sensing and satellite technology, both areas of strong Canadian capability, offer medium-term prospects. A South Australian initiative for the development and launch of small satellites could provide opportunity for Canadian design and component supply. The advent of radarsat is of high interest locally, for possible use in crop, forest management, urban planning and environmental applications. Third-country markets are being pursued in Southeast Asia by con-

interested Canadian firms.

It is our view that these new, emerging opportunities, will result in increased exports to Australia by a growing number of Canadian suppliers in the coming years.

For more information concerning these sectors and specific prospects for your firm, products, or services in Australia, contact the Asia Pacific South Trade Development Division (PST) of External Affairs and International Trade Canada, Ottawa. Tel.: (613) 996-1052/995-7652. Fax (613) 996-1248.