

## Export and Investment Promotion Planning System

MISSION: 535 PERTH

COUNTRY: 011 AUSTRALIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: UPGRADING & EXTENSION OF DAMPIER-PERTH  
NATURAL GAS PIPELINE IN 1987

Approximate Value: \$ 35 M

Financing Source: 012 DOM

For further info. please contact:

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The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be moderate

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- other factor(s) described by the Trade Office as follows:

MAJOR PROJECT IN SECTOR IS NORTH WEST SHELF NATURAL GAS PROJECT COSTING CDN\$10 BILLION. DESPITE INFO PROVIDED TO CDN INDUSTRY BY POST VIRTUALLY NO CANADIAN COMPANIES REGISTERED IN THE BID LIST FOR EQUIPMENT AND SERVICES.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: MAINTAIN CONTACT WITH THE WOODSIDE OFFSHORE PETROLEUM TEAM INVOLVED IN DETAILED DESIGN OF THE GOODWYN OFFSHORE PLATFORM.

Results Expected: HAVE APPROPRIATE CANADIAN COMPANIES REGISTERED ON THE BID LIST FOR THE PROJECT.