

Continued heavy use of the Trade Fairs and Missions program is planned, with emphasis on the sectors identified above. Considerable importance will be attached to appropriate ministerial and other high-level government-to-government visits. The PEMD program will be promoted more intensively, particularly with regard to Section F, so as to help companies sustain the ongoing analyses and market development activities necessary to succeed in the Australian market.

To capitalize fully on opportunities and overcome constraints to trade new instruments must be developed within the context of the Australian market. Because the Australian market has been overlooked by Canadian exporters, especially small and medium businesses, a Market Awareness Program (MAP) will be developed to inform potential exporters of trade possibilities in Australia. Efforts will also be made to ensure that Australian buyers are more aware of Canadian expertise and products through use of general and technical seminars, speeches by government ministers, trade commissioner tours, publicity and press releases, pamphlets and other promotional materials. Meetings and exchanges of public servants - Canadian and Australian - will play an important role in the marketing plan. Interaction at the businessmen's level is critical and must be emphasized. To meet information needs sector studies of Canada's competitive position in the Australian market will be undertaken. Investment, capital projects and joint ventures will receive detailed attention.

The degree of success in meeting the plan's objectives will depend largely on the co-ordination and co-operation of all federal departments and provincial governments as well as active involvement by the business community. Consultation in the formulation of the strategy with the provinces, and with other federal government departments, has therefore taken place. Ongoing consultations by ITC officials with businessmen will ensure that private-sector views are incorporated into the plan. A formal review by the Export Trade Development Board will also be sought. Given that concentration of effort and dedication of purpose, there is every reason to expect that Canada's share of the Australian market can be significantly expanded.