



# communiqué

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## 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.

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"Indeed, Australian ministers at federal and state level expressed an interest in the hi-tech show when I talked to them last November in Australia. Some will attend the shows. Trade officials in our Melbourne and Sydney posts confirm that business leaders have been responsive to invitations to the hi-tech seminars, " the Minister said.

The seminars are being held in Melbourne February 21-23, at the Regent Hotel, and February 28-March 1, at the Hilton International Hotel, Sydney. A special delegation of buyers is flying in from Wellington, New Zealand, and others are coming from Perth.

"Canada's interest in Australia was demonstrated last November when I officially opened a new post in Perth, Australia," noted Mr. Regan. With continuing improvements in transportation and telecommunications, increased trade and co-operation are more feasible than ever. The Australia-to-Canada ANZCAN cable, scheduled to open in September, is another strand in the developing network of transportation and telecommunications linking Australia/New Zealand and Canada. The cable links Sydney, Australia, and Auckland, New Zealand, to Canada at Port Alberni, British Columbia, where it interconnects with Canadian telecommunications network. The new undersea cable will have more than 20 times the capacity of the existing submarine cable, known as COMPAC. ANZCAN represents an investment of \$480 million with Teleglobe Canada participating with a 15.5% interest, Australia and New Zealand with 49.5% and 15.1% respectively. British Telecom and other interests make up the balance.

Other areas of co-operation being explored between Canada and Australia include defence production, where one country or the other can make longer runs on the products it is selected to produce by mutual agreement. "Longer production runs are more economical and both countries can profit," said Mr. Regan. The Minister noted that Australian-Canadian co-operation on defence production would give both countries better leverage in pricing, offset provisions and deliveries.

Mr. Regan observed that seminars represent a "networking" of the Sydney and Melbourne posts, External Affairs trade personnel and industry sector officials in the Department of Regional Industrial Expansion and the Department of Communications.

Some of the companies participating were major exhibitors at Telecom 83, the world exposition on telecommunications held in Geneva, October 26-November 1, 1983. "Their export managers are aware that developing markets is a continuing process requiring, among other things, participation in trade fairs, being members of outgoing missions and hosts of incoming missions from foreign buyers," the Minister said.

The following companies are participating:

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| 1. AEL Microtel Limited<br>Burnaby, British Columbia                  | 11. Infomart<br>Toronto, Ontario  |
| 2. Bytec-Conterm Inc.<br>Pointe-Claire, Quebec                        | 12. George Kelk Limited<br>Don Mills, Ontario                             |
| 3. Bell Canada International<br>Ottawa, Ontario                       | 13. Mitel Corporation<br>Kanata, Ontario                                  |
| 4. CAE Electronics Limited<br>St. Laurent, Quebec                     | 14. Northern Telecom<br>International Limited<br>Mississauga, Ontario     |
| 5. CBTS<br>Calgary, Alberta   | 15. NovAtel Communications Limited<br>Calgary, Alberta                    |
| 6. Develcon Electronics Ltd<br>Saskatoon, Saskatchewan                | 16. Real Time Datapro Ltd.<br>Don Mills, Ontario                          |
| 7. Digital Video Systems Corporation<br>Willowdale (Toronto), Ontario | 17. SR Telecom Inc.<br>St. Laurent, Quebec                                |
| 8. Geac Computers International<br>Ottawa, Ontario                    | 18. Sentrol Systems Ltd.<br>Downsview, Ontario                            |
| 9. Glenayre Electronics Ltd.<br>North Vancouver, British Columbia     | 19. University of Waterloo<br>Computer Systems Group<br>Waterloo, Ontario |
| 10. Idacom Electronics Ltd.<br>Edmonton, Alberta                      | 20. Western Research<br>Calgary, Alberta.                                 |