



**MINISTER FOR TRADE  
DEPUTY LEADER OF THE NATIONAL PARTY**



**Foreword by the Hon Mark Vaile MP  
Minister for Trade**

Environmental goods and services in Australia are critical enablers for the agriculture, manufacturing, resources and tourism industries to build competitive international business, which is increasingly linked to sustainable economic, social and environmental performance.

The Environment Industry Action Agenda, launched in 2001, ambitiously forecasts annual industry sales exceeding \$40 billion by 2011. Exports are a crucial component of this 10 year industry strategy, with the strategy relying on average export growth of 20 per cent a year.

Compliance and competitive pressures are key market drivers in the growing global market for environment products, services and technologies. Mitigating pollution and preserving natural resources are integral factors in sustaining a growing and health economy.

In a vitally important move for Australia, world trade ministers launched a new round of multilateral trade negotiations at the Doha Ministerial Conference of the World Trade Organisation in November 2001. These negotiations explicitly include efforts to reduce barriers to trade in environmental goods and services.

With a succesful outcome to these talks I would expect major new export opportunities for innovative and competitive products and services produced in Australia's environment industry.

Austrade collects and analyses market information and opportunities to assist Australian exporters. They provide practical assistance to Australian firms interested in exporting including in the environmental field. So take up the offer: contact Austrade on 13 28 78 or go online at [www.austrade.gov.au](http://www.austrade.gov.au) and find out how your firm can get a slice of the global action.

**MARK VAILE**