

Australian Government
Austrade

Lightweight Structures Association of Australia

How Austrade Can Help to Stretch Your Boundaries Internationally

Austrade presentation:
Jeff Turner

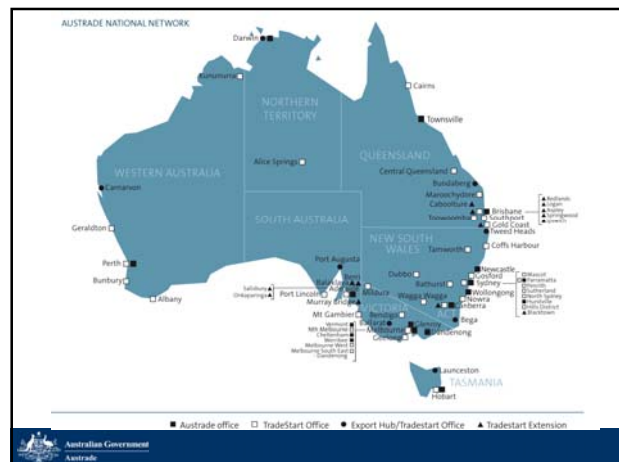
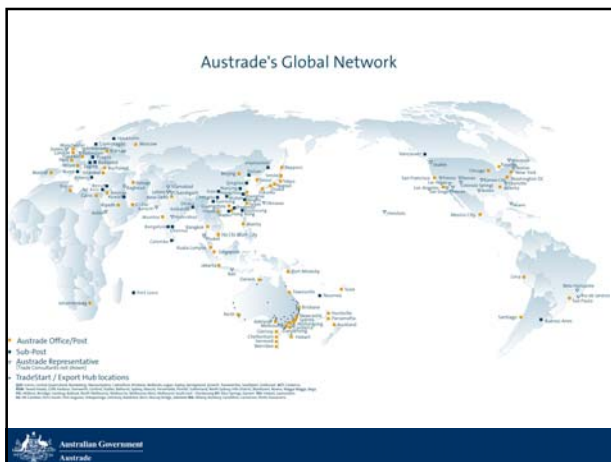
Date: 25/11/2007



Austrade delivers...

- Export and outward investment services and international business opportunities for Australian businesses
- Financial assistance through the Export Market Development Grants (EMDG) scheme
- Help for new and irregular exporters through the New Exporter Development Program
- Advice to the Australian Government
- Consular, passport and immigration services in some countries

Australian Government
Austrade



Austrade services

Export coaching

- Export capability assessment
- Advice on export planning, budgets and payment
- Advice on marketing strategies, marketing materials and company websites
- Taking advantage of free trade agreements
- Answers to specific questions such as on logistics and pricing

Australian Government
Austrade

Austrade services

Assistance in overseas markets

- Appointments with selected business contacts
- In-market briefings by Austrade staff on local industry, culture and business practices
- Trade exhibition support – Austrade coordinates displays for Australian exporters at industry-specific trade fairs around the world
- Showing samples of your product or service to potential customers in-market on your behalf
- Arranging interpreters and translation of documents
- Follow-up with potential customers and partners

Australian Government
Austrade

Austrade services

Industry specialists ensure well-matched opportunities

- Industry specialists in Australia and offshore work to identify opportunities in sectors of high export potential
- Austrade has specialist expertise and contacts in:
 - Food and Beverages
 - Auto and Advanced Manufacturing
 - Infrastructure and Major Projects
 - Health, Biotechnology and Wellbeing
 - ICT and Group Projects
 - Agribusiness and Consumer
 - Education, Arts and Business Services

Upcoming Building and Construction Events

<p>Pacific & New Zealand</p> <p>PNG Building Business Mission Port Moresby, PNG – November 2007 Building business mission to PNG</p> <p>Vanuatu Mission Port Vila, Vanuatu - December 2007 Business mission to Vanuatu with a focus on building products</p> <p>New Zealand Building Mission Auckland, 11 – 13 - February 2008 Building and construction business mission to NZ</p> <p>Fiji, Real Estate to Resorts Nadi & Suva - March 2008 Annual building products showcase targeting resort, commercial & residential developments and distribution chain</p>	<p>Middle East</p> <p>Cityscape Dubai, UAE, 16 – 18 October 2007 Business mission to focus on services to the construction industry www.austrade.gov.au/cityscape2007</p> <p>BIG 5 Dubai, UAE, 23 – 29 November 2007 Once again the Big 5 will attract a large contingent of Australian building products exhibitors and visitors www.austrade.gov.au/big52007</p> <p>Project Qatar Doha, Qatar – April 7 – 10 2008</p> <p>Russia</p> <p>Mosbuild Moscow, Russia – April 1 – 4 2008 Australian pavilion in Russia's largest building exhibition</p>
--	--

<p>South East Asia</p> <p>Ozbuild Expo Jakarta, Indonesia, 28 -29 August 2007 Annual Austrade organised building products showcase. Forty Australian companies are participating in Ozbuild 2007 www.austrade.gov.au/ozbuild2007</p> <p>Thailand Building Product Showcase Bangkok, Thailand – February 2008 Austrade organised building products showcase</p> <p>Worldbex – Manila and Guam Building Mission Manila, Philippines – 14 – 18 March 2008</p> <p>North East Asia</p> <p>Building with Australia Hong Kong & Macau, 23 – 26 October Business mission for building products and green building technology www.austrade.gov.au/buildingwithaustralia2007</p>	<p>India</p> <p>Interbuild India Exhibition New Delhi, India 17 – 19 October 2007 Australian Pavilion at building products exhibition www.austrade.gov.au/interbuild2007</p> <p>Architects Mission to India Mumbai & New Delhi, India February 2007</p> <p>Australia</p> <p>Middle East and Russia Building and Construction Seminars (Bris 18/09) (Syd 21/09) (Melb 24/09) (Perth 28/09) www.austrade.gov.au/buildingseminar07</p> <p>Designbuild Melbourne, Australia – 15 – 18 June 2008 Once again Designbuild will be a key event for attracting overseas building products buyers to source Australian products. Australian companies will also be able to seek advice from Austrade's building specialists from a range of markets on their products potential. http://www.designbuildexpo.com.au</p>
--	---

How Austrade Can Help You For information on how you can benefit from Austrade's services or to express your interest in participating in the events listed above, contact Luke Deacon on luke.deacon@austrade.gov.au or call 02 9390 2103

Online resources

Comprehensive online resources at www.austrade.gov.au

- Find out about events in Australia and overseas
- Australian Suppliers Database – join over 9000 Australian companies listed in this directory which is accessed by potential customers throughout the world. Listing free of charge.
- Export Update – subscribe to a free newsletter on related news and events here and overseas tailored to specific industries
- Free e-business courses at <http://austradeebusiness.southrock.com/cgi-bin-secure>

Online resources

Information on Australia's free trade agreements at www.fta.gov.au

- one-stop internet portal providing up-to-date information to help businesses understand and benefit from FTA opportunities

An Australian Government Initiative

[fta.gov.au](http://www.fta.gov.au)

Online guide to Australia's Free Trade Agreements

Financial Assistance

The EMDG scheme

- The Export Market Development Grants (EMDG) scheme encourages small to medium sized Australian businesses to enter into export and become sustainable exporters, by reimbursing up to 50% of eligible export promotional activities, less the first \$15,000
- In 2006-07 \$145.1 million and 3,548 grants were paid to businesses under the scheme

Financial Assistance

Eligible export promotion expenses include:

- Overseas representation and marketing consultants
- Communications (e.g. telephone, fax, email)
- Marketing visits
- Free samples
- Promotional literature and advertising (e.g. brochures, videos, website development)
- Trade fairs, seminars and in-store promotions
- Bringing overseas customers to Australia



Financial Assistance

Who can apply?

- Businesses with:
 - Income of not more than \$30 million in grant year
 - At least \$15,000 of eligible export promotion expenses (over two years for 1st time applicants)
 - Other eligibility criteria also apply
- For further information on eligibility and how to apply for a grant visit www.austrade.gov.au/exportgrants/howtoapply or call 13 28 78 and ask for your local EMDG office



Other useful contacts

- Department of Foreign Affairs and Trade (DFAT)
www.dfat.gov.au
- Export Finance and Insurance Corporation
www.efic.gov.au T: 1800 685 109,
- Department of Industry, Tourism and Resources (DITR)
www.industry.gov.au
- AusIndustry hotline
www.ausindustry.gov.au T: 13 28 46
- Business development department in your state or territory



Contact Austrade

- Call 13 28 78 and speak to one of our advisers
 - Visit www.austrade.gov.au
 - Visit www.businessclubaustralia.com.au
 - Email info@austrade.gov.au
- Austrade can give you the edge to help your business stay ahead of your overseas competitors

