

# AUSTRALIA'S PRESENCE AT THE SHANGHAI WORLD EXPO 2010

## Program

St George Leagues Club, Princes Hwy Kogarah  
19 March 2010 12:00 – 3:00 pm



### PRESENTATION'S

#### 12.00 Welcome to the China Lunch Room

MC Trisha Carter, Trans Cultural Careers

#### 12.10 Australia's presence at the Shanghai World Expo 2010

**Speaker: Luhua Tang**, Senior Industry Advisor Austrade, and Chinese market investment expert, will present on behalf of Austrade and the Department of Foreign Affairs and Trade.

Be at our first event for 2010 to hear *official* announcements on what's happening at the Australian Pavilion at The World Expo in Shanghai.

- The objectives of this significant project
- The partners
- The business program in general
- Austrade's specific business program and events

#### 12.30 NSW Government's presence at the Shanghai World Expo

**Cheryl Nicholas**, International Business Relations Unit, International Markets and Trade, Industry & Investment NSW

#### 12.45 The China International Small and Medium Enterprises Fair (CISMEF)

**Caroline Hutchings**, Senior Export Advisor Austrade

Be part of the biggest Australian themed fair ever held in China.

- Find out how you can capture opportunities by exhibiting in the Australian Pavilion.

### Facilitated Networking

Meet representatives from our networking tables and find out how they can assist your business.

#### 1. Australia's presence at the Shanghai World Expo.

**Luhua Tang**, Senior Industry Advisor, Austrade and Chinese Market Investment Expert.

#### NSW Government's presence at the Shanghai World Expo

**Cheryl Nicholas**, International Business Relations Unit, International Markets and Trade, I & I NSW

#### The China International Small and Medium Enterprises Fair (CISMEF)

**Caroline Hutchings**, Senior Export Advisor Austrade

#### 2. Australian Institute of Export. Trade Education, Trade Documentation and Practical Skills

**Lisa McAuley**, National Events and Membership Manager and

**Caroline Pan**

We are focused on helping Australian business trade internationally.

- The Institute runs regular export and import courses, face to face and on-line, on the practical requirements of trade.
- The Australian Export Handbook is an excellent resource for any company considering export.
- Additionally the Institute runs events and information sessions for members on all the various aspects of international trade.
- Amongst its members are the 100 national consultants forming the Export Consultant's Group who process the majority of the EMDG claims for exporting businesses each year.

#### 3. Austrade Tradestart.

**Monique Donaldson**, Export Advisor.

How Austrade can assist with business matching and in-market support through our extensive Chinese network.

Monique is an Export Advisor, working with many businesses, large and small, throughout the Southern and greater Sydney region. By tapping into Austrade's extensive Chinese market network, Monique can help businesses seeking to develop their business in China, or companies considering their China market entry strategy. Monique can also assist businesses with their export market readiness, and market selection.

*The China Lunch Room is an Initiative of the BEC – St George & Sutherland Shire & Austrade Tradestart*

#### 4. **Australian Business Limited services in China.**

**Ian Bennet**, Manager, ABL International Trade Services.

Ian has been helping Australian small and medium enterprises (SMEs) achieve offshore success for over 16 years, by providing trade advice, assisting with strategy development, export planning and implementation and getting connected in overseas markets. He has good knowledge of offshore investment strategies and is well briefed on Australia's many free trade agreements.

#### 5. **AusIndustry programs to assist your business.**

**Annette Conroy**, Deputy State Manager and

**Jim Tierney**, Customer Service.

The Australian Government's principal business program delivery division in the Dep. of Innovation, Industry, Science and Research. Through a range of more than 30 business programs, AusIndustry provides incentives to help Australian business: conduct research and development, grow small business, take up new technology, undertake industry specific manufacturing and production, commercialise a new technology or venture, apply for tax or duty concession for research and development or to improve export competitiveness; or to gain access to science resources.

#### 6. **Austrade's Export Market Development Grants (EMDG) Hurstville.**

**Louis Nackovski** Asst State Manager Grants and

**Trevor Wakeford** Senior Grants Auditor

EMDG is a key Australian Government financial assistance program for aspiring and current exporters. It is designed to encourage small and medium sized Australian businesses to develop export markets. It also reimburses up to 50% of eligible export promotion expenses above a threshold of \$10,000 and provides up to eight grants to each eligible applicant. \$4 billion in exports has been generated by EMDG recipients.

##### **Who can apply?**

Australian-based businesses, individuals, partnerships, companies, statutory corporations, co-op's, trusts that have carried on an export business in Australia during the grant year with an annual income not more than \$50m; exported or promoted for export eligible goods, most services, intellectual property or know how; or promoted events held in Australia; spent at least \$10,000 on eligible export promotion activities over the last financial year (or the last two financial years for first grant); no disqualifying convictions ; can satisfy the Grants Entry Requirements (First-time applicants only).

#### 7. **Industry & Investment NSW. Enterprise and trade promotion assistance available from NSW Government.**

**Kees Van De Scheur**, Business Development Manager, Enterprise, Small Business & Regional Development Unit.

Industry and Investment NSW is the Government's principal business support agency. I&I NSW has a large range of assistance and grant programs to help businesses across the Sydney metro area, advising them on the various grants and other forms of assistance to help them grow, employ, relocate, conduct international business and prosper through all stages of their development. Kees will be available to speak to clients regarding the types of assistance available to businesses wanting to engage in export activities.

#### 8. **The Enterprise Connect Program and what it can do for your business.**

**John Mills**, Business Advisor, Australian Industry Group

Want to unlock the full potential of your business? Get **connected** today! Enterprise Connect, an Australian Government business development initiative, can help. To be eligible you must turnover between \$2m - \$100m, have an ACN, are solvent & have been trading for at least 3 years and are involved in manufacturing, mining, clean energy, defence or the creative industry.

Eligible firms receive a FREE Business Review Report from an independent Business Adviser identifying strategic, financial and operational improvement opportunities and up to \$20,000 in matched funding to obtain external expertise to assist the firm implement the Business Review recommendations.

#### 9. **BEC St George & Sutherland Shire. Programs to assist your business within Australia.**

**Maria Cook**, Executive Officer and **Lara Kilborn**, Business Development Manager.

The Business Enterprise Centre is a non-profit organisation which provides business with **advice, seminars, workshops and networking opportunities**. Our business is dedicated in assisting businesses of all sizes across all industries throughout St George Region, Sutherland Shire, Bankstown and Botany.

Could your business gain from a no cost objective review and advice from experienced business facilitators? Are you looking for new customers and/or suppliers within the Australian market? If yes to either of these questions, discuss your needs with the BEC.

#### 2.55 **Close of Proceedings by Trisha Carter, Trans Cultural Careers**