

TradeWays

INTERNATIONAL OPPORTUNITIES FOR AUSTRALIAN BUSINESSES



Edition 82 April 2008

In This Issue:

[News](#)

[Market in Focus](#)

[e-link](#)

[Incoming & Outgoing Missions](#)

Upcoming Events:

[Victoria](#)

[New South Wales](#)

[Queensland](#)

From the Trade Desk

Finally we can announce that online certificates of origin are available to every exporter, regardless of where you are or what software you use. We have worked on a solution that allows exporters to upload certificates onto a website for free. This website then delivers your certificate to our central email system and returns it to your nominated email address. This means no more waiting for couriers or looking for lost express post envelopes. Please visit www.aigroup.asn.au/trade/ecert for more information.

It is Export Award time again. Consider nominating your company for an award in your state. Your staff will value the recognition and your international contacts will appreciate receiving a new marketing tool. See this link for information on past winners and the benefits of being involved <http://www.exportawards.gov.au/>.

News

Have your say:

Rules of Origin for Chemical and Plastics in Free Trade Agreement (FTA) Negotiations

Negotiations on the propose FTA with ASEAN and New Zealand are continuing, with all sides working towards the mid-2008 deadline for completion set by Ministers from the twelve countries involved.

On rules of origin for chemicals and plastics, Australia and New Zealand agreed to propose the same rules as were agreed for our bilateral Agreement (ANZCERTA), namely rules based on the "change in tariff classification" (CTC) approach. Under this approach, in order to qualify for originating status, materials from outside the FTA region are required to come from a different tariff code classification to the good presented for export. The Australia/New Zealand rules also include overarching provisions which allow goods which undergo a specified chemical reaction or other defined production process to be granted originating status without meeting the applicable CTC rule. In addition, we agreed to allow ASEAN's preferred value added approach to ROO to operate in parallel to the ANZCERTA rules - exporters would be free to have their goods tested under either the CTC, chemical reaction/ production process or value added approach.

ASEAN's consensus-based approach to the negotiations has meant that it has taken considerable time for it to respond to the ANZ proposals. ASEAN's initial counterproposal is for all goods to be covered by "change in tariff heading" rules, and for the chemical reaction rule to apply to only a limited number of tariff lines. ASEAN is yet to identify for which lines the chemical reaction rule would apply.

On the CTC proposals, while we acknowledge that there may be some room to accept the ASEAN proposals for a number of tariff lines while still retaining the integrity of the ANZ proposals, we are concerned that moving from our initial proposals would result in unnecessarily restrictive rules for many lines. On the chemical reaction and other production process rules, we see their inclusion as representing the international standard in FTAs and would seek their broadest possible application in our FTA with ASEAN. In terms of the other production process rules (purification, mixtures and blends, change in particle size, standards materials, isomer separation and separation prohibition), these may be less important to industry - but we recognise that for certain goods these would be valuable options.

Australia is also preparing its ROO schedule for negotiations with China. Like ASEAN, China does not support overarching chapter rules for chemical reactions and other production processes and wants these rules to be applied on a line by line basis similar to ASEAN.

What Can You Tell Us?

We are seeking industry advice on how we should respond to the ASEAN proposals on the ROO for chemicals and plastics, specifically:

- On the CTC rules, for which tariff lines is there room for Australia and New Zealand to shift from the rules which apply under ANZCERTA and accept ASEAN's position of "a change in tariff heading"?
- For which tariff lines would it be entirely against our interests to compromise on the CTC rules to any extent?
- On the chemical reaction rules, for which tariff lines is this approach absolutely essential, and for which lines is its application either irrelevant or of little importance to industry?
- On the other production process rules, for which tariff lines do any of these rules provide an important option for industry?

We also seek any advice regarding the application of the chemical reaction and production process rules to China, in particular advice on differences in the preferred approach between China and ASEAN. Your advice will provide us with the basis for movement towards an outcome which will provide the greatest level of opportunity for Australian chemicals and plastics producers to benefit from the Free Trade Agreement. For more information contact Department of Foreign Affairs & Trade, Tim Ward on 02 6261 3832 or email tim.ward@dfat.gov.au.

Business Review Service to Improve Your Competitiveness

Ai Group has fourteen business advisers who will undertake business reviews at no cost to SMEs to help enhance their international competitiveness and improve their performance. Business reviews can analyse all aspects of the business including business processes, strategy and growth. Matching funding of up to \$20,000 is then available to address specific issues identified by the business review. To discuss your eligibility or to be put in touch with your local business adviser contact Anne Younger on 03 9867 0172 or email ayounger@aigroup.asn.au.

IP: fast-track patent applications in the US with the Pilot Patent Prosecution Highway

IP Australia and the US Patent and Trademark Office (USPTO) announced in late March that they will launch a new trial cooperation initiative called the Patent Prosecution Highway (PPH) in April. For patent applicants with interests and applications in the US and Australia this program will result in faster patent examination times. Under the PPH, an applicant receiving a report from either the USPTO or IP Australia with at least one patentable claim in an application may request that the other office accelerate the examination of the corresponding application. The applicant benefits from the patent offices using the work previously conducted by the other office, by obtaining corresponding patents faster and more efficiently. Full requirements for participation in the trial program can be found at http://www.ipaustralia.gov.au/patents/international/pph_uspto.shtml.

Findings of Shipping Confidence Survey

Confidence in shipping remains resilient in the face of economic uncertainty and turmoil in financial markets, according to a new survey of market participants by shipping accountant and consultancy firm Moore Stephens. Moore Stephens' first Shipping Confidence Survey also reveals upward pressure on operating costs and finance charges remains a significant cause for concern. The survey is the result of more than 300 responses from shipowners, brokers, managers, charterers and advisers who were canvassed on a global basis. On a scale of one (low) and 10 (high), they were asked to indicate their level of confidence about the shipping market, or markets, in which they operated. The average response was 6.8. Within the average, however, there were significant differences in the degree of optimism: the overall confidence shown in the market by owners and managers emerged at 7.1 and 7.2, respectively, while that of charterers was 6.1. Factors adversely influencing assessments included the possibility that recession in the US could affect the Chinese market as a major driver of shipping business, and doubts about the ability of shipyards to deliver sufficient numbers of ships to cope with demand. Reasons for optimism included continued growth in world trade based on the booming economies of China and India, and a second-half boost to trade from an expected upturn in the US economy. Asked what would be the most influential business performance factors during the coming year 39% of respondents named operating costs, followed closely by demand trends 38%, crew supply 36%, with tonnage supply in fourth place on 35%. Both owners and brokers expected demand to be the most significant factor. Moore Stephens aims to publish a further survey in June.

Participate in the 2008 Victorian ICT Industry Survey

The State of Government of Victoria recognises the enormous contribution the local ICT industry makes to the State's economic and social well-being. Multimedia Victoria (MMV), the Victorian Government agency responsible for ICT industry and economic development, requests your participation in a state-wide survey of the Victorian ICT industry that is valuable in tracking the profile of the industry and future policy development. The survey will take about 5 minutes to complete and asks questions only about key industry metrics: employment, revenues and exports. Complete the survey online at <http://www.mmv.vic.gov.au/VictorianICTIndustrySurvey>.

Step up to the right business course: Diploma of International Business (BSB52004)

Doing the right business course is critical to your future success. Ai Group in association with NCLT and UNSW Global (The University of New South Wales) bring to you the Diploma of International Business (BSB52004) an executive model especially designed for busy executives and business people. The diploma has been designed specifically for those seeking an international career in business. Units have been written with a focus on the critically important fields of cultural awareness and intercultural communication. It is suitable for managers with an existing business background wishing to pursue an international career, for middle to senior managers seeking career advancement, for managers wishing to gain an understanding of the international marketplace and for managers seeking a career change. For more information contact Bilyana Petrovski on 03 9867 0152 or email billie@aigroup.asn.au.

Reminder: Australian Wood Packaging Certification Scheme (AWPCS)

AQIS has received several non-compliance notices recently from ISPM 15 countries. Action taken has varied from destruction of the packaging to rejection of the goods. Exporters are reminded that it is their responsibility to comply with importing country requirements. The AWPCS register, a list of country implementation dates for ISPM15, and contact details for certification bodies can be found on the AQIS website on the following link: <http://www.daffa.gov.au/aqis/export/timber/ispm15>.

[Back to top](#)

Market in Focus – Latvia

Why Latvia

- Growth rates in Latvia are among the highest in the EU. The GDP growth rates in recent years (2004-2006) have been on average 10.4%, and in 2007 10.7%;
- Latvia is stable, business-friendly and cheap, and lies close to large, rich markets. It has flat taxes, a cleanish government, balance budgets and stable currencies pegged to the euro;
- Since their independence in August 1991, Latvian governments have been committed to the establishment of a modern market economy fully integrated into the global economic system;
- The reforms carried out in the country and integration into the EU has had a positive impact on economic development. The high growth rates are based on the strong domestic demand and increase in exports.

Substantial changes have taken pace in the economy of Latvia since the regaining of independence in 1991. Private property dominates the ownership structure. Foreign trade and prices are almost fully liberalised and the majority of institutions needed for functioning of the market economy have been established. Only a few large state enterprises remain to be privatised, for example the Latvian electricity utility company Latvenergo, ports, the postal service and the railway company are as yet excluded from privatisation.

In recent years Latvia has witnessed high GDP growth rates. The main reason for growth was the rising domestic demand in parallel with expanding export opportunities. The reasons behind the rapid increase of domestic demand are both the rising private consumption and investment increase. The sector split in Latvia by share of the GDP is following: Trade (22.4%), Manufacturing (14.7%), Public Services (14.4%), Transport, Storing and Communications (13.0%), followed by Construction (6.8%) and Agriculture (3.0%). The sectors offering best potential for companies are timber and wood processing, ICT, environment, construction, building materials, real estate, machinery and consumer goods.

There are many export and investment opportunities for companies in Latvia. Some of the sectors offering the best potential include: Timber and Processing, Transport Infrastructure, Regeneration/Construction, Telecommunications, Tourism and Leisure, ICT, Education and Training, and Public-Private Partnerships.

Major Australian Exports 2006-07* (A\$m):

- Alcoholic beverages A\$3,383

Major Australian Imports 2006-07 (A\$m):

- Rubber tyres A\$2,955

- Wool A\$1,952
- Rubber tyres A\$1,441
- Specialised machinery A\$1,013
- Metal containers A\$528
- Furniture A\$325
- Computer parts A\$309

Export Opportunities

Manufacturing

Recent years have witnessed steady growth in manufacturing. Manufacturing output has been rising on average by 6.7% annually (2002-2006), at a slightly slower pace than the overall economic growth. The growth of manufacturing in the first quarter of 2007 was 2.4%. The slow growth was mainly influenced by the decrease of one of the main industrial sub-sectors, wood processing, by 8.2%. At the same time there should be mentioned rapid growth of several industries, such as growth of sectors oriented towards exports, manufacture of basic metals and metal products (16%), of electronic and optical equipment (15.3%), of chemical and allied industries (16.6%). Industries based on local market are also growing fast, such as manufacture of paper products and printing (24.3%) and manufacture of construction materials (22.2%).

Forestry & Woodworking

The forestry sector is Latvia's most important export industry with as much as one third of export turnover and an essential role in rural and regional employment generation. The major markets for the industry are the EU member states (mostly Great Britain, Germany and Scandinavia), but recent diversification in product range, and the desire to improve profit margins, have seen Latvian producers increasing their direct presence in more remote markets like the USA and Japan. The industry's success is based on Latvia's favourable combination of vast forest, resources and strategic location. Latvia has one of the richest forest resources in Europe covering 44% of the country's area with a total of 585 million cubic metres of growing stock. Also timber import from Russia is a growing trend expected to reach significant volumes in the next few years.

Food & Drink Processing

The food industry is the second biggest sector in Latvian manufacturing and accounts for one-fifth of the value add in manufacturing. Approximately 75% of the total food industry output is consumed in the domestic market. The remainder is exported mostly to Estonia, Lithuania and Russia. With the accession to the EU, the demand for Latvian foodstuffs increased in all trade directions. The possibility of servicing the entire Baltic and Western Russian markets from Latvia is attractive to potential investors. Positive steps are being taken to improve food safety standards. The best developed sub-sectors are bakery, meat, fish, dairy, grain, milk, confectionery, chocolate, beer and soft drinks.

Metal Processing & Engineering

Metals processing and engineering have historically been one of the leading industrial sectors in Latvia, as the country was one of the high-tech manufacturing centres for the Soviet military and aerospace industries. Currently the sector is mainly based on export-oriented contract manufacturing activities. Metals and metal articles produced in Latvia have high competitiveness around the world but most of them are linked with EU countries (almost 80% of exports), and almost half of the exports of these products are to the old EU member states. The industry is dominated geographically dispersed SMEs, whereas Riga remains the educational and commercial R&D base. Companies working within this sector widely utilise modern technologies.

Textiles & Clothing Industry

The textiles sector was historically based on a small number of giant enterprises, now clustered with newly emerged flexible and specialised SMEs. Although the main sales markets for Latvian textile industry are in EU member states, due to the weak demand in EU member states and high competition in the sector, it is hard for Latvian producers to expand production outputs despite the rapid rise of prices in the last few years. Cotton and wool garments, knitted garments, linen, lingerie, and other goods make up two thirds of Latvian textile export goods. Textile companies also produce semi-finished goods: fabrics, synthetic fibres, threads and other goods.

Chemicals & Pharmaceuticals

The chemical industry accounts for approximately 7.5% of the total value added of manufacturing. Latvia's chemical industry comprises two main segments, export production of pharmaceuticals, and raw materials and part-processed products (e.g. Casein, glass fibre and its products, manufacturing of paints, industrial and household chemicals for the domestic and regional markets). As a result, exports make up 51.9% of the manufacturing volume. Another traditional sub-sector within the industry now seeing a resurgence is

R&D in areas such as the life sciences, wood chemistry and the development of new materials for the aerospace, automotive and construction industries.

Banking

The financial market of Latvia is growing considerably faster than average indicators in the EU. In 2006 the profit of banks increased by 38% comparing to the previous year. Latvian banking and insurance is dominated by important regional players including ForeningsSparbanken, SEB (Sweden), Nord/LB (Germany), and Nordea (Finland) who are present either as owners of, or important/majority shareholders in banking operations initially established locally. Today there are over 21 commercial banks and 3 foreign bank branches operating in Latvia.

IT

The IT industry is Latvia's fastest growing economic sector with a yearly growth of 20-30% during the last decade. Exports of the sector have risen rapidly in recent years, growing annually by approximately 15%. The industry's main asset is highly qualified human resources. The competence of the Latvian IT industry has been proven by the successful outsourcing activities of IT giants like IBM, Oracle, Microsoft, Unisys, Sybase, Lotus, and Sun and by the acquisition of Latvian companies Exigen, TietoEnator and others.

Logistics, Transit & Transport

Two thirds of the total demand of the transport sector is determined by the domestic demand that is stable and has increased faster than the external demand in recent years. This refers to supporting and auxiliary types of transport activity, such as warehousing, parking services, and operation of travel agencies. The external demand for services was unstable, although now it appears to have improved mostly due to increased cargo turnover of other Latvian ports. The significant growth rates in the transport and communications sector in 2004-05 were ensured by increased transportation both of cargo and of passengers as well as by development of the communications industry.

Energy

The market for electricity generation, transfer and sales in Latvia is officially liberalised, however a single player Latvenergo owns the entire energy infrastructure. As a result until privatisation is complete it is not possible to implement integrated nationwide power utility projects. However, opportunities do exist for localised investment projects in co-generation stations (particularly involving bio fuels) to supply large industrial customers and/or regional cities with electrical energy.

Construction & Real Estate

Construction is one of the most dynamic sectors of the Latvian national economy. Rapid growth of investment has a favourable impact on the development of the construction industry that is growing at a rate much higher than the average growth in the economy. Most growth is being seen in new construction for public use such as shopping centres, government buildings, and private housing. The share of new construction, of the total output, has increased, especially in the construction of dwelling houses. Industrial building and civil engineering projects follow these, and are expected to experience rapid growth with access to the EU's structural funds. Recent years have seen increased activity in the private mortgage market, resulting in extra construction activity within the private housing sector. This is expected to increase even further with the growth of purchasing power, as consumers will wish to increase their living space, which currently is only half the EU average.

Agriculture & Fishing

Agriculture utilises almost 39% of Latvia's total land area. 1.8 million ha is arable land, the rest pastures, meadows, fruit trees and berry bushes. Field crops, mainly cereals and grains, generate 33% of the total agricultural produce. Spring barley, used in fodder and brewing constitutes more than 50% of the total grain crops and covers 10.5% arable land. Winter wheat, winter rye, barley and oats are also grown. The share of agriculture and fishing in GDP fell from 21.1% in 1990 to 3.7% in 2006. A small domestic market and extensive under capitalisation in farming means that restructuring is required to boost efficiencies and export performance. Latvia has total self-sufficiency in dairy farming, pig breeding, grain production and potatoes. Latvia's extensive coastline provides large fish catches, of which 70% is being exported.

[Back to top](#)

e-link

How would you like to reduce your costs, time and be more environmentally friendly? To help you achieve this Ai Group has been working with eCertify Pty Ltd to electronically stamp and sign export documents, eliminating the need for physical authorisation. The certificate is sent electronically through the eCertify solution and an approved certificate is returned from Ai Group within minutes. The certificates can be printed on-site or electronically forwarded onto a customer. This helps exporters to save time and reduce

costs. For more information visit <http://www.aigroup.asn.au/trade/ecert> or contact Bilyana Petrovski on 03 9867 0152 or email billie@aiigroup.asn.au.

[Back to top](#)

Trade Missions

Incoming Missions

CeBIT Australia

20 – 22 May 2008

CeBIT Australia 2008 is the largest business technology event in the region. The event features over 750 technology solution providers organised into 28 specialist show floor categories, ranging from CRM and Telecommunication to e-marketing and Open Source Software, making it quick and easy for your business to find the products and services you want to investigate. One of the main features of the show is the five specialist business conferences focused on core ICT issues. The exhibition attracts more than 35,000 visitors internationally. Visit <http://www.cebit.com.au> to register online and receive a discount on your entry.

Outgoing Missions

Trade Delegation to Microsoft Headquarters Redmond - USA

4 – 6 June 2008

Austrade in conjunction with Microsoft is organising a mission to the Microsoft Redmond Headquarters and invites Australian Financial Services Technology and solutions providers to participate. The mission is the first of its kind and will provide participants with an excellent opportunity to gain early access to Microsoft's product development vision and meet with key Product Managers at Redmond. Learn first hand how Microsoft is evolving both as a company and a technology platform to meet the growing demands of the Financial Services industry. In addition there will be a day of commercial networking with USA Venture Capitalists, Industry experts and other potential business alliances. For more information visit <http://www.austrade.gov.au/MissiontoMicrosoft08>.

China International Software and Information Service Fair (CISIS)

17 – 22 June 2008

Join the Australian delegation to the 6th CISIS. HP, IBM, Intel, Oracle, SAP and Siemens are some of the brands expected to exhibit at this year's CISIS, the only national software fair in China. Austrade will lead the first-ever Australian delegation to CISIS in conjunction with Australian ICT industry organisations and state governments. There will also be an Austrade Stand and an Australia-China Software Seminar at the fair. Opportunity areas include: system software, supporting software, application software, embedded software, system integration solutions, and software information services. For more information contact Quentin Bai at Austrade Melbourne on 03 9648 3220 or email quentin.bai@austrade.gov.au.

[Back to top](#)

VICTORIA - Upcoming Events

[Ai Group Events](#)

[Bilateral Chamber & Foreign Trade Commissions Networking Events](#)

[Other Events incl. Austrade/TradeStart](#)

Ai Group Events

Workshop: Chain of Responsibility: what has changed and how to comply

Ai Group is proud to present an exclusive workshop on Chain of Responsibility (CoR) for businesses other than the traditional transport provider. The workshop intends to demystify the obligations associated with CoR and provide participants with the skills and tools to ensure compliance and best practice. Guest speakers include: VicRoads, Logistics Safety Solutions, and Fosters Australia.

Date: Wednesday 7 May

Venue: Medallion Lounge
Telstra Dome, Melbourne

Time: 8.30am – 1.30pm

Contact: Sarah McCormick on 03 9867 0224 or email smccormick@aiigroup.asn.au

Workshop: Succession Planning

As a business owner you probably have lifestyle expectations after you retire. However, if you intend to fund your lifestyle from the sale of your business, without a well considered succession plan in place now, you may be disappointed with the opportunities and financial options available to you. Guest speaker will be Bill Hovey CEO of Linchpin Succession Management. Listen to Bill Hovey bring a well rounded active approach to the difficult and confronting issues of family business succession and succession planning in non-family, privately owned businesses. Learn about the various exit options available to a business owner that ensures viability of your business legacy, and complete a Self Assessment Tool and a Gap Analysis.

Date: Wednesday 23 May
Venue: Australian Industry Group
20 Queens Road, Melbourne
Time: 8.30am – 11.00am
Contact: Bilyana Petrovski on 03 9867 0152 or email billie@aigroup.asn.au

Diploma of International Business (BSB52004)

Doing the right business course is critical to your future success. Ai Group in association with NCLT and UNSW Global (The University of New South Wales) bring to you the Diploma of International Business (BSB52004) an executive model especially designed for busy executives and business people. The diploma has been designed specifically for those seeking an international career in business. Units have been written with a focus on the critically important fields of cultural awareness and intercultural communication. It is suitable for managers with an existing business background wishing to pursue an international career, for middle to senior managers seeking career advancement, for managers wishing to gain an understanding of the international marketplace and for managers seeking a career change.

Date: 16/7, 23/7, 30/7, 6/8, 13/8, 20/8, 27/8, 3/9
Venue: Australian Industry Group
20 Queens Road, Melbourne
Contact: Bilyana Petrovski on 03 9867 0152 or email billie@aigroup.asn.au

[Back to top](#)

Bilateral Chamber & Foreign Trade Commissions Networking Events

Consulate General of the Republic of Indonesia

The Indonesia Trade Gathering

The Consulate General of the Republic of Indonesia in cooperation with the Australian Indonesian Business Council and the Indonesian Business Forum – Melbourne, wish to invite you to an Indonesian Trade Gathering. Guest keynote speaker is Mr Bachri Chairi, The Head of Indonesia's National Agency for Export Development (NAFED). Learn about the Indonesian export import regulations and market potentials; the services provided by NAFED, such as market intelligence and trade-related information; develop business relations with Indonesian counterparts; and meet directly with the exporters and related government agency representatives from Indonesia.

Date: Thursday 17 April
Venue: Sofitel Hotel – Melbourne, Brisbane Room
25 Collins Street, Melbourne
Time: 9.00am – 3.30pm
Cost: \$50.00
Contact: Budi Winarto on 03 9522 6709 or email budi.winarto@kjri-melbourne.org

Australia - Israel Chamber of Commerce

Business Lunch

Guest speaker will be Michael Luscombe, CEO Woolworths, who will be delivering a major keynote address in Melbourne. Michael was appointed CEO of Woolworths Limited in October 2006. He began his career with Woolworths in 1978 as a graduate trainee at the Southend store in Victoria.

Date: Friday 16 May
Venue: The Palladium at Crown Towers,
8 Whiteman Street, Southbank, Melbourne
Time: 12.00pm – 2.00pm
Cost: \$99.00 AICC members
\$114 AICC Non-member
Contact: Register online visit <http://www.aicc.org.au>

[Back to top](#)

Other Events incl. Austrade/TradeStart

Austrade

Seminar: Setting Up Business in Canada 2008

If you are interested in establishing or expanding your presence in Canada then you should consider attending this information seminar. The seminar will cover: a snapshot of the Canada marketplace; an overview of the advantages of doing business within Canada; learn why Canada is an attractive market for Australian organisations; practical advice from in-market experts on legal, accounting and financial and immigration issues involved in establishing a business in Canada; a case study by an Australian company that has successfully established themselves in Canada; and an opportunity to meet with the accounting and legal experts one-on-one.

Date: Monday 5 May
Venue: Department of Innovation, Industry and Regional Development
Level 46, 55 Collins Street, Melbourne
Time: 8.30am – 2.00pm
Cost: \$0.00
Contact: Austrade Direct on 13 28 78 or email info@austrade.gov.au

AusIndustry

Seminar: The Enhanced Project By-law Scheme (EPBS)

AusIndustry would like to invite you to a free seminar on the Enhanced Project By-law Scheme (EPBS). The EPBS is available for projects with more than \$10 million expenditure on capital goods in the mining, resource processing, agriculture, food processing, food packaging, manufacturing, gas supply, power supply and water supply industries. It enables duty-free importation of eligible goods, where those goods are not available from Australian production and the applicant has developed and implemented an Australian Industry Participation (AIP) Plan. This seminar will provide a detailed overview of the EPBS, including application processes, how to prepare a good AIP Plan and how the Industry Capability Network can help.

Date: Wednesday 7 May
Venue: KPMG Theatre, Ground Floor
147 Collins Street, Melbourne
Time: 8.30am – 11.30am
Contact: AusIndustry Hotline on 13 28 46 or email aivic@innovation.gov.au

[Back to top](#)

NEW SOUTH WALES - Upcoming Events

[Other Events incl. Austrade/TradeStart](#)

Other Events incl. Austrade/TradeStart

Austrade

Workshop: Export Essentials

The workshop will prepare new exporters in the following areas: assess risks in exporting; identify documentation needs; understand export terminology; know payment options; plan the trade cycle; calculate export pricing; and draw contractual arrangements. Guest presenter is Corinne Campbell Manager of XDOC, who has over twenty years of international experience in the import and export of goods.

Date: Tuesday 20 May
Venue: Austrade Sydney
Level 23, Aon Tower, 201 Kent Street, Sydney
Time: 9.00am – 12.00pm
Cost: \$50.00
Contact: Austrade Direct on 13 28 78 or email info@austrade.gov.au

Department of State & Regional Development

Workshop: Women in Business – Digital Marketing & Your Business

To many people digital marketing is a mystery. How can you use digital technology to enhance and promote your business and your customer relationships, or is it just for the big end of town? Jenny Williams of Idea Garden knows the answers. Recently named as one of the top 50 most influential people

in digital media, Jenny will show you what is happening in the digital marketing space and how it can impact your customer relations and your business growth. This workshop is part of the Home-based Business Week.

Date: Wednesday 21 May
Venue: Parkes-Hamilton Room
Level 47 MLC Centre, 19 Martin Place, Sydney
Time: 9.30am – 1.00pm
Cost: \$0.00
Contact: Sue Hooworth on 02 9338 6697 or email sue.hooworth@business.nsw.gov.au

[Back to top](#)

QUEENSLAND - Upcoming Events

[Ai Group Events](#)

[Other Events incl. Austrade/TradeStart](#)

Ai Group Events

Tradedocs – Does a Letter of Credit Stress You Out?

We can help you demystify letters of credit. By attending this full-day programme you can better understand how to comply with your Letter of Credit requirements. The programme for the day includes: Letter of Credit; INCOTERMS; Insurance and Liabilities; Shipping documents (Airway Bill, Bill of Lading etc); Preparation of various documents: Certificate of Origin, Carnets, Quarantine documents and Trade Scams and Frauds.

Date: Tuesday 13 May
Venue: Australian Industry Group
202 Boundary Road, Spring Hill
Time: 9.00am – 4.30pm
Contact: Fiona Green on 03 9867 0276 or email fiona.green@aigroup.asn.au

[Back to top](#)

Other Events incl. Austrade/TradeStart

Queensland Government

Workshop: Getting Export Smart Series

The Getting Export Smart series comprises one introductory seminar and four workshops designed to help businesses access lucrative overseas markets. The workshops focus on practical ideas, tools and strategies that you can put to work in your business straight away. The workshops will show you how to plan for export, market what you've got overseas and get paid for it, and maximise your exports online. The series is an initiative of the Queensland Government and is run by specialists from government and industry.

Date: Various dates throughout April & May
Venue: Various Regional Centres in Queensland
Cost: Various depending on module
Contact: Visit <http://www.export.qld.gov.au> for dates and times in your area

Austrade

EMDG Coaching Session

These small group, personalised sessions will help you get EMDG ready and maximise your grant entitlement. Sessions will be run by senior grants staff and will cover a range of topics including introduction to EMDG, how to plan for EMDG, how to apply for EMDG and how to get the best out of the EMDG scheme.

Date: Thursday 15 May
Venue: Austrade Brisbane
Level 16, 307 Queen Street, Brisbane
Time: 3.00pm – 5.00pm
Cost: \$0.00
Contact: Austrade Direct on 13 28 78 or email info@austrade.gov.au

[Back to top](#)