

# TradeWays

INTERNATIONAL OPPORTUNITIES FOR AUSTRALIAN BUSINESSES



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## From the Trade Desk

You will see below a request for input in the feasibility study into an FTA with India. Recently I took a mission of health products and services to India and I have to report that the time is right for expansion into this profitable market. I've never before experienced such a reception for products to any market. The Indian economy has shrugged off its reliance on agriculture and local industry is keen to work with Australian manufacturers to position themselves as a global leaders.

In 08/09 we expect to take trade missions to India for the environment, health and building construction industries. Please email me if you would like to be kept informed of our activities in this market.  
[louisem@aigroup.asn.au](mailto:louisem@aigroup.asn.au).

## News

### **e-Cert helping exporters increase efficiencies**

Ai Group has been working with e-certify to bring to exporters an online solution to certify your export documents. e-Cert is the electronic certification of Certificates of Origin and accompanying documents such as the commercial invoice and packing list. e-Cert is a purpose built solution for small and medium sized exporters. It is delivered as a zero-download solution, and no additional software or hardware is required by users to access this service.

Replacing paper documents with e-documents will reduce your costs, save you valuable time and is much better for the environment. For assistance in assessing this new service contact Bilyana Petrovski on 03 9867 0152 or email [tradedocs@aigroup.asn.au](mailto:tradedocs@aigroup.asn.au) or visit <http://www.aigroup.asn.au/trade/ecert>.

### **Australia seeking Free Trade Agreement (FTA) with booming Indian economy**

Australia and India have agreed to undertake a joint feasibility study on the merits of an FTA between the two countries. The study will examine the potential impact on Australia and India of an FTA, including implications for economic growth, trade in goods and services, and investment, as well as for other commercial linkages. The joint study is expected to be complete by early 2009. The Department of Foreign Affairs and Trade (DFAT) seeks public submissions and comments on the merits of an FTA with India, including on any particular market access issues and/or other factors affecting two-way trade and investment with India. Submissions can be sent via email to [india.ftastudy@dfat.gov.au](mailto:india.ftastudy@dfat.gov.au).

For more information on the joint feasibility study, guidance on preparing a submission visit <http://www.dfat.gov.au/geo/india/fta-study>.

### **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](mailto:billie@aigroup.asn.au).

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## Market in Focus – Ghana, South Africa

### Why Ghana

- Ghana is one of the best-performing economies in Africa and aims to become a middle income country within the next 10 years;
- Poverty declined from 52% to 28% between 1992 and 2006. The recent growth and poverty reduction strategy has fostered a stable economy, with inflation and interest rates nearing single digits;
- The World Bank is focussed on delivering quality projects in areas like education, health, water, sanitation, energy and transport.

Ghana is a West African country with an economy traditionally oriented toward agriculture and small scale domestic trading. A former British colony, Ghana uses English as the language of commerce and government, although some 75 other languages and dialects are spoken. In the past, Ghana conducted most of its external trade with Europe, but trade with the United States is becoming increasingly significant. Ghana's largest traditional trading partner has been the United Kingdom. Nigeria and the United States are currently second and third respectively.

Ghana's trade and investment ties with South Africa have grown rapidly in recent years, and trade with other Economic Community of West African States (ECOWAS) nations is also growing briskly. Greater transparency and accountability in government as well as strengthened local watchdog institutions fighting corruption have contributed toward making Ghana a more attractive export market.

Ghana's economy is mainly rural: cocoa, timber, and pineapples are the main export crops; and mining (mainly gold) has become one of the biggest sources of foreign exchange. The emerging industrial sector's products include cassava, fruits, and cocoa by-products. The economy is in its fifth year of expansion, combining improvements in macroeconomic management and strong export growth. The latest figures are positive, and indicate that:

- The annual real GDP growth rate reached 5.8 percent in 2005, sustaining the growth rate observed in 2004;
- Export growth continued strong, rising by 5 percent in 2005, with the decline in cocoa exports offset by increases in gold and timber exports;
- Imports increased by 9 percent, largely due to the 45 percent rise in the price of imported oil;
- The fiscal deficit continued shrinking, falling to 2.4 percent of GDP by end-2005, down from 3.6 percent of GDP in 2004, and providing scope for an increase in the share of credit allocated to the private sector.

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

- Civil engineering equipment A\$8
- Meat (excl. bovine) A\$6
- Specialised machinery A\$5
- Pumps for liquids A\$3

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

- Cocoa A\$7
- Veneers, plywood, particle board A\$2
- Wood, simply worked A\$1
- Non-monetary gold A\$1

*\*Includes A\$35m of confidential items and special transactions, 36% of total exports*

### Export Opportunities

Despite its current economic difficulties, Ghana remains a prosperous market for exporters. Ghanaians are keen on doing business with companies whose goods are associated with quality. Australian standards and procedures are also applicable in Ghana.

Many Ghanaian companies are looking for overseas partners. Ghana's government has highlighted opportunities for exporters in these sectors:

- Agriculture and agro-processing
- Oil & gas
- Fish processing

- Sports, leisure and infrastructure

There are also opportunities for electrical power systems, transport infrastructure, telecommunications equipment, construction and earth moving equipment, motor and heavy duty vehicles and replacement parts, mining industry equipment, computers and peripherals, travel and tourism services, food processing and packaging equipment, medical equipment and hotel and restaurant equipment. Expertise, particularly in consultancy and services is highly regarded. Ghana is a good market for a broad range of consumer goods. There is also a market for reconditioned machinery, used clothing and used computers.

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#### **e-link**

Need inspiration, ideas and information to start and build your business? Energise Enterprise 08 is the place to be. Energise Enterprise 08 is a small business festival held annually throughout the month of August. It comprises an extensive program of events staged in regional and metropolitan Victoria and coordinated by Small Business Victoria in collaboration with industry groups, private sector organisations and agencies across the three levels of government. Activities will include: seminars, workshops, information sessions, networking events, business breakfasts, expos, and luncheons and dinners. Also, as part of Energise Enterprise 08 if you are under the age of 30 and running your own successful small business you can share your story and star in a photographic exhibition. For more information on events that are taking place near you in the month of August and to access the nomination form for the Small Business Heroes Photographic Exhibition visit <http://www.business.vic.gov.au/energise>.

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#### **Trade Missions**

Incoming Missions

##### **Designbuild 2008**

15 – 18 June 2008

This expo is the largest building show in Australia and is on again for 2008. Austrade will again be running the Premium Buyer Program, bringing qualified buyers from overseas markets to the expo. This will be your opportunity to meet these buyers one-to-one, plus attend a seminar and networking event. Buyer profiles will shortly be available on the Austrade website, where you can assess their suitability and request a meeting. There is also the opportunity to exhibit at the expo if you would like to do so. If you are an Australian supplier of building products and services such as pre-construction services, construction related services, green building, building materials and building products, then definitely consider participating in this expo. For more information visit the Austrade website <http://www.austrade.gov.au> or contact Luke Deacon on 02 9390 2103 or email [luke.deacon@austrade.gov.au](mailto:luke.deacon@austrade.gov.au). Ai Group and the Victorian Government will be hosting a senior delegation of property developers from India. Please contact Craig Malcolm for more details on 03 9867 0170 or email [cmalcolm@aigroup.asn.au](mailto:cmalcolm@aigroup.asn.au).

Outgoing Missions

##### **Water management Mission to the USA**

8 – 19 June 2008

This Australian delegation to the USA will increase awareness of your company's expertise in managing water resources to key customers, influencers and government agencies. The program has been designed to give you an understanding of the US political framework and business landscape and of how to access the significant opportunities in the market. Visit three critical hubs facing acute water resource challenges: Atlanta – state of Georgia suffering from record droughts; Washington DC – home to key decision makers; and Phoenix – desert state Arizona has 350 water companies. For more information contact Ranui Young on 02 9390 2825 or email [ranui.young@austrade.gov.au](mailto:ranui.young@austrade.gov.au).

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#### **VICTORIA - Upcoming Events**

[Ai Group Events](#)

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

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#### **Ai Group Events**

##### **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](mailto:billie@aigroup.asn.au)

### **Diploma of International Business (BSB52004)**

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**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](mailto:billie@aigroup.asn.au)

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### **Bilateral Chamber & Foreign Trade Commissions Networking Events**

Australian British Chamber of Commerce

#### **Financial Planning Issues for UK Ex-Pats**

The Australian British Chamber of Commerce and Alexander Bears (Australia) Pty Ltd are inviting you to a seminar covering a number of important financial planning issues for UK Ex-Pats. Issues covered include: UK Budget 2008 – how you will be affected by the changes in the UK CGT rules, also Superannuation and Pension matters.

**Date:** Tuesday 27 May  
**Venue:** Morgan's @ 401  
401 Collins Street, Melbourne  
**Time:** 6.00pm – 8.00pm  
**Cost:** \$25.00  
**Contact:** Helen Walford on 03 9650 6000 or [emailabccvic@britishchamber.com](mailto:emailabccvic@britishchamber.com)

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### **NEW SOUTH WALES - Upcoming Events**

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

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#### **Other Events incl. Austrade/TradeStart**

Reed Exhibitions

#### **Exhibition: National Manufacturing Week (NMW) 2008**

Every year, National Manufacturing Week (NMW) provides Australia's manufacturing industry with a unique opportunity to source new products and technologies across the entire range of industry sectors. For exhibitors, this proven one-stop shop, from Australia's leading industrial exhibition organiser is the only event that brings together market leaders from a wide selection of national and international manufacturing communities.

**Date:** 27 - 30 May  
**Venue:** Sydney Convention & Exhibition Centre  
Darling Drive, Darling Harbour, Sydney

**Time:** 10.00am – 6.00pm  
**Cost:** \$0.00  
**Contact:** Register online <http://www.nationalmanufacturingweek.com.au>

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## QUEENSLAND - Upcoming Events

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

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### 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

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