

TradeWays

INTERNATIONAL OPPORTUNITIES FOR AUSTRALIAN BUSINESSES

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From the Trade Desk

It doesn't take more than a passing interest in the Olympics to see that there is a lot of money tied up in producing two weeks of sport. Building products, uniforms, furniture, food, reproduction drums, software, ticketing, medals..... the list goes on. Just as it takes many years of training to make it to the Olympics, it takes a long time to plan these events, and companies looking to sell product need to take a long term view. We took our first mission to India in 2005 to look at work for the 2010 Commonwealth Games, and it was already too late for some contracts.

If you're thinking of London 2012, please contact the Trade Department for advice.

News

AQIS to change meat export standards

The Australian Quarantine and Inspection Service will change its meat exporting standards after Russian complaints that Australian meat was contaminated with large volumes of bacteria. Russia recently banned Australian meat, from a specific Australian processing plant, after it claimed to have received a container full of contaminated beef and kangaroo. An AQIS spokesperson said the service would test for the bacteria once the Russian authorities made it clear exactly what their standards were. Kangaroo had been doing great business in Russia as a delicacy from Australia before the ban. Australian beef exports to Russia have soared this year, up to 17,500 tonnes in May, making the country the second largest destination for Australian beef that month. News of the ban has been reported in South Korea where food safety is a hot issue and Australian beef is held in high regard.

On another note, US beef exports are running at the highest level since just before mad cow disease shattered the market for American beef five years ago. Besides the resumption of sales in South Korea, shipments were up sharply to Canada, Mexico and Russia. South Korea, traditionally the number three market for US beef, opened its borders a month ago. Beef officials said that exports were aided by the weaker US dollar. Exporters shipped 13,937 tonnes of US beef at the end of July, which according to the USDA records, is the largest one-week total since 14,773 tonnes in the week ending November 20, 2003, a month before the first US case of mad cow disease was reported.

Engine management system to help cut emissions

A new engine management system has been developed which would allow logistic, freight and transport companies to measure, regulate and reduce their carbon emissions. Minorplanet, a supplier of vehicle management information systems, said the new technology would significantly reduce the compliance risks associated with the Federal Government's emissions trading scheme (ETS). The technology would allow companies to calculate exactly what their fleet emissions were and also plan routes that were the most fuel efficient. The system would minimise the company's overall environmental impact while maximising profitability. By the industry acting ahead of the curve by implementing eco-efficient technologies to cut emissions now, will reduce the impact on their bottom line when the ETS comes into full effect in two years. For more information visit <http://www.minorplanet.com.au>.

Channel Dredging clean-up missed a spot

The Port of Melbourne (PoMC) has revealed its first channel deepening environmental irregularity after a regular clean-up operation at the entrance to Victoria's Port Phillip Bay. The PoMC confirmed that the clean-up of loose rocks caused by the dredging process has revealed around 9,500 sq m of missed sea bed. Under the environmental management plan, the dredge vessel, the Queen of the Netherlands, was required to clear 90% of loose rock from grid cells in the dredged area. The breach was identified in one of 16 such clean-ups on July 20 and found that around 10% less material was cleared than the environmental management plan required. This is the first inconsistency during the 176 days since the project began on February 8. To date, just over 6.2m cu metres have been dredged, about 27% of the overall project.

Grant Opportunity: Climate Ready

Climate Ready is a new competitive, merit-based grants program that provides grants from \$50,000 to \$5 million for the costs of research and development, proof-of-concept and early-stage commercialisation activities in eligible projects. The program will support projects for innovations designed to address the impacts of climate change which may include:

- Water recycling, waste recovery or small-scale renewable energy technologies;
- Technologies that reduce the energy used by appliances or increase the efficiency of industrial processes;
- Products, processes or services to monitor emissions or power use;
- Using biotechnology or nanotechnology to address the effects of climate change on people and the environment;
- Information systems for businesses or consumers to compare the carbon footprints of different activities;
- Green building materials that make homes more energy efficient.

Round 1 closes on Thursday 4 September 2008. For more information visit <http://www.ausindustry.gov.au>.

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Market in Focus – Taiwan

Why Taiwan

- Taiwan was Australia's 12th largest merchandise trading partner in 2007, accounting for 2.9 per cent of Australia's total merchandise trade (\$10.26 billion);
- In 2007, the average tariff on products imported into Taiwan was 5.62 per cent, down from 9.5 per cent in 2002;
- Taiwan's natural trading partners are its neighbours in north east Asia, and it can be a good stepping stone to the larger and more complex China market;
- Taiwan has a strong trading and investment relationship with the West, and is keen to diversify and build on its western links.

Major Australian Exports 2007 (A\$m):

- Coal A\$1,610
- Copper A\$870
- Iron ore A\$633
- Aluminium A\$582

Major Australian Imports 2007 (A\$m):

- Refined petroleum A\$550
- Computers A\$332
- Telecommunications equipment A\$212
- Integrated circuits A\$137

Export Opportunities

The expected acceleration of privatisation and deregulation of Taiwan's economy, in conjunction with programs such as the "i-Taiwan 12 Priority Projects", may offer new commercial opportunities for Australian business, in sectors such as infrastructure, services, finance, aerospace and telecoms.

ICT & Creative Media Sector

Taiwan is a global centre for the production, development and use of technology and telecommunications equipment. With the emergence of a high-tech leader and supplier of advanced goods and services, this has made Taiwan even more promising to foreign investors interested in a long-term presence in Asia. Taiwan is the fourth-largest producer of information technology (IT) hardware in the world, and IC design is ranked second only after US. Taiwan has adopted aggressive policies to protect intellectual property rights (IPR) and facilitate research and innovation as part of an overall strategy to foster the local knowledge-based economy and boost global competitiveness.

Aerospace

Taiwan government have announced their plans in increasing aviation related investment to total NT\$40 billion in 2005-2013, with annual aerospace production value reaching NT\$120 billion by 2013. The Ministry of Transportation and Communications are keen to develop the aerospace industry and upgrade the capability for local manufacturers to carry out OEM work for international aerospace companies with assembly lines in Taiwan.

Construction

The Taiwanese government announced a budget of NT\$500 billion in national plans for public infrastructure projects in Taiwan. This announcement will generate opportunities in the overall construction sector for the next 10-15 years. The main projects include in this announcement are: the Taipei new metro lines, Kaohsiung metro lines, airport MRT link to Taipei City, independent power plants, expressways, waste water treatment projects, and reservoirs. This will generate potential business opportunities for engineering consultants and project management work.

Education

The government's push for internationalisation of higher education in Taiwan means that there are opportunities for development of joint courses and qualifications. The private education sector is strong in Taiwan and offers opportunities for providers of courses, educational materials and equipment, and qualifications.

Financial Services

Taiwan has made a range of financial reforms in last few years, however some of the regulations which remain make doing business slower and more complicated than need be. Opportunities in a number of niche areas include: public private partnerships, financial privatisation, consultancy services and pension provision and the management of pension funds.

Food and Drinks

The food and drink sector is the fifth largest industry in Taiwan and one of the fastest growing sectors. Imported food is one of the areas that the local supermarkets, hypermarkets, and convenient stores have been trying to increase in order to meet increasing demand for quality and innovative products. Niche areas of opportunities include: ready to eat food and drinks, alcoholic drinks, confectionery, organic products and health foods.

Healthcare

Taiwan is a net importer of medical devices. The commercial opportunities remain in the high-end imported pharmaceutical products and medical equipment. Niche areas of opportunities include disposable products and rehabilitation devices, for disease protection, emergency care and long term care facilities, and consultancy and healthcare informatics/telecare services, providers in long term care for the elderly and disabled.

Transport

Taiwan has had a traditional railway system for over one hundred years. With economic development in Taiwan, the Government is keen to improve traffic conditions with convenient public transport such as underground, high speed rail and light rail systems. Taiwan has announced that there are several major railway projects that will take place in the next 5-10 years.

Given the strong trade ties between Australia and Taiwan, two-way foreign investment is relatively low despite recent strong growth. Bilateral economic consultations are held annually. The consultations cover a wide range of issues, including market access, investment, agriculture, science and technology, and telecommunications. Annual Energy and Minerals Trade and Investment Consultations support trade and investment in the two sectors that account for the bulk of Australia's exports. The Australian Government supports the work of the Australia-Taiwan Business Council (ATBC) and actively liaises with business to facilitate trade and investment in Taiwan. A number of arrangements are in place to facilitate trade between Australia and Taiwan, covering issues such as quarantine, competition policy, double taxation and scientific cooperation. To this end, the Australian Government is enhancing cooperation between agencies, such as the Australian Customs Service, the Australian Quarantine Inspection Service and their Taiwan counterparts.

The ATBC will be organising an Australian delegation at the 22nd Joint Conference of the ATBC and its Taiwan counterpart, the ROC-Australia Business Council (ROCABC), 7-8 October at the Grand Hyatt Hotel, Taipei, Taiwan. For more information contact Bill Petreski on 0438 881 390 or email bill@atbc.asn.au.

Other trade shows and fairs taking place in Taiwan include: Taitronics (ICT & Electronics) <http://www.taitronics.org/taipei>; Taiwan RFID (RFID technology applications) <http://www.rfidtaiwan.com.tw>; and Taiwan International Photovoltaic Forum & Exhibition (Solar cells) <http://www.pvtaiwan.com>.

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e-link

As you know the web world is very big and it is impossible to visit every site, but one that you should explore further is <http://www.export911.com>. This site has lots of solid trade information about every aspect of trade, including: marketing; logistics, packing, shipping, incoterms, financial documents, the basics of starting an export business, tariff and customs documentation, legal information, conversion tables, calculators, product coding, management, and much more.

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Trade Missions

Incoming Missions

GreenTECH Australia 2008

7 – 8 November 2008

Green TECH 08 now in its third year is an international Trade Show and Conference with a core focus on green building, sustainable design and clean technology. Green TECH 08 features include SRD ChangeX 08, Green Inventors Showcase, Eco House of the Future Competition and a Green Living Zone. It will consist of two days of learning, networking, and inspecting new technologies. Green TECH 08 has a limited amount of free admission tickets to give away on a first come first served basis. To receive your free admission ticket visit http://www.greentechshow.com.au/free_ticket_offer.php.

Outgoing Missions

Cosmoprof Asia 2008

12 – 14 November 2008

Cosmoprof Asia is recognised as the premier tradeshow for the beauty, health and well being sectors in Asia. Austrade has coordinated the Australian presence at Cosmoprof Asia for more than five years. 60 Australian companies participated in the Australian National Pavilion in 2007, making this the largest Australian presence at any international beauty and health tradeshow. Australian suppliers of: perfumes, cosmetics, toiletries, beauty salon and well-being products, hair care products, and natural health products should definitely consider participating in the Australian National Pavilion. For more information contact Leonie Smith on 03 9648 3100 or email leonie.smith@austrade.gov.au.

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VICTORIA - 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: Wednesday 27 August

Venue: Australian Industry Group
20 Queens Road, Melbourne

Time: 9.00am – 4.30pm

Contact: Bilyana Petrovski on 03 9867 0152 or email billie@aigroup.asn.au

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Other Events incl.Austrade/TradeStart

Association for Manufacturing Excellence

Seminar: Lean Learning Day and Best Practice Supply Chain Management

Presented by the Association for Manufacturing Excellence (AME) with the support of the Australian Production and Inventory Control Society (APICS), this seminar is aimed at decision makers and anybody

involved in a business who is interested in making a difference. It is applicable to all business sectors including manufacturing, medical, hospitality and service.

Date: Wednesday 20 August
Venue: Doherty Ballarat Lodge
613 Main Road, Ballarat
Time: 8.30am – 4.30pm
Cost: \$250.00 (AME and APICS members)
\$280.00 non-members
Contact: Visit <http://www.ame.org.au> to register online

Small Business Victoria

Energise Enterprise 08

Small Business Victoria in collaboration with industry groups, private sector organisations and agencies across the three levels of government is coordinating an extensive program of events to be staged in regional and metropolitan Victoria. Activities will include: seminars, workshops, information sessions, networking events, business breakfasts, expos, and luncheons and dinners. Energise Enterprise 08 is a small business festival held annually throughout the month of August, designed to provide inspiration, ideas and information to start and build your business.

Date: 1 – 31 August
Venue: Various locations throughout Metropolitan & Regional Victoria
Contact: Visit and register online http://www.business.vic.gov.au/BUSVIC/LANDING//PC_62564.html

Invest Hong Kong and the Foshan Municipal People's Government of the People's Republic of China

Seminar: Thinking of setting up or doing business in Hong Kong or China?

Presenters from Hong Kong and Chinese Government agencies, Austrade, industry specialists and companies will provide first hand information on how to succeed in Greater China. This complimentary event will include a free sit down lunch following the seminar and on-on-one meetings with the hosts' representatives will be available by appointment.

Date: Wednesday 27 August
Venue: The Langham Hotel
1 Southgate Avenue, Southbank
Time: 9.00am – 12.30pm
Cost: \$0.00
Contact: Visit <http://www.overseaspromtotion.com/hkfoshan2008> to register online

Australian British Chamber of Commerce

Lunch: Financing the Government's Infrastructure Program

Infrastructure is a key issue for Treasurer John Lenders, and he has ensured Victoria maintains its status as a world leader in infrastructure delivery by fine tuning its commercial principles to reflect the evolving market. What are the ways to obtain and facilitate a balance of infrastructure investment in Victoria? Mr Lenders will consider some of the available opportunities.

Date: Tuesday 2 September
Venue: Palladium, Crown Towers
8 Whiteman Street, Melbourne
Time: 12.00pm – 2.00pm
Cost: \$110.00 ABCC members
\$140.00 non-members
Contact: Visit <http://www.britishchamber.com> to register online

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NEW SOUTH WALES - Upcoming Events

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

Other Events incl. Austrade/TradeStart

Hong Kong Trade Development Council & NSW Department of State and Regional Development

Seminar: Hong Kong – Your International Financial Centre

Hong Kong is one of the world's leading financial centres. Its highly capitalist economy, built on a policy of free markets, low taxation and government non-intervention has been ranked as the freest economy in the world. Explore the opportunities Hong Kong can add when dealing with China; learn how to raise capital in Hong Kong; and hear about the upcoming trade mission to the Asian Financial Forum in Hong Kong. Guest speakers included Lawrence Fok, Executive Vice President of Hong Kong Exchanges and Clearing Limited, and Bonnie Shek, Director of HKTDC.

Date: Wednesday 20 August
Venue: NSW Trade & Investment Centre
Level 47, MLC Centre
19 Martin Place, Sydney
Time: 3.30pm – 5.00pm
Cost: \$0.00
Contact: Peter Bosevski on 02 9261 8911 or email peter.bosevski@tdc.org.hk

Austrade

Australian Cosmetics Exporting to Asia

Are you interested in exporting your products to the booming South East Asian Hotel & Spa Industry? The Asian spa and wellness market has seen double digit growth over the past decade and judging by the trends, will continue to see exponential growth for years to come. The experts call this the "Asian Spa Explosion". Australian businesses in: spa, beauty and hair products and consumables; spa ingredients and techniques; skincare and cosmetics; home spa treatments and equipment; massage and therapeutic equipment; health supplements and beverages; and herbs and herbal ingredients, should attend.

Date: Friday 19 September
Venue: Austrade Sydney
Level 23, Aon Tower
201 Kent Street, Sydney
Time: 10.00am – 11.30am
Cost: \$0.00
Contact: Austrade Direct on 13 28 78 or email info@austrade.gov.au

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QUEENSLAND - Upcoming Events

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

Other Events incl. Austrade/TradeStart

Queensland Government

Getting Export Smart

Getting Export Smart is a practical hands-on export training initiative designed to help Queensland based companies take up the export challenge in overseas markets. Experience industry and government international export advisors facilitate the workshop series which provide skills in: preparing your business for export and choosing the right partners, effectively marketing your business in overseas markets, pricing, freight, packaging and payment procedures, e-business transactions and online marketing strategies. The program will also link you to a dedicated client manager and agencies that can assist you in becoming a successful exporter.

Date: Various dates throughout August - November
Venue: Emerald, Bundaberg, Toowoomba, Mackay, Brisbane Northside
Cost: \$33.00
Contact: For more information email tradeinfo@qld.gov.au

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