

# TradeWays

INTERNATIONAL OPPORTUNITIES FOR AUSTRALIAN BUSINESSES



*Edition 100 November 2009*

## In This Issue:

[News](#)

[Market in Focus](#)

[e-link](#)

[Incoming & Outgoing Missions](#)

Upcoming Events:

[Victoria](#)

[New South Wales](#)

[Queensland](#)

[South Australia](#)

## From the Trade Desk

I write this Trade Desk while in Manila attending a workshop on the ASEAN FTA rules of origin, and learning how Australian exporters and importers can access the benefits of the agreement. What is becoming clear is the need for all traders to really understand their supply chain and maintain appropriate documentation to ensure that their goods comply with the agreement and are entitled to reduced tariffs. The automotive industry needs to take particular care.

We will be preparing fact sheets for members, however if you wish to attend a workshop covering these issues, please let me know by emailing [louisem@aigroup.asn.au](mailto:louisem@aigroup.asn.au)

## News

### 2009 Australian Export Awards National Finalists

These Awards acknowledge the important contribution businesses make to the economy through job creation and increased prosperity for the community and for the state. There are a number of Ai Group members who have won their state rounds and have progressed to the National Awards. Good luck to all involved; an update with the overall winners will be provided in the final TradeWays for 2009.

### 2009 Port of Melbourne Container Logistics Chain Study

The Port of Melbourne Corporation in partnership with the Victorian Department of Transport and the Essential Services Commission is undertaking a critical landside container freight study which **requires your participation**. The study will update and replace the 2002 Port of Melbourne Container Origin and Destination Study upon which most public sector planning and forecasting for freight in Victoria is currently based. It will benefit industry and government through an improved understanding of the freight task and the use of road, rail and port infrastructure.

### Study Aims

- Quantify container freight movements at the Port of Melbourne (import, export and domestic freight);
- Quantify the movement of container freight through the Dynon Rail Terminal Precinct;
- Fully describe and explain the whole of the logistics chain process for containers passing through the Port of Melbourne and the Dynon Rail Terminals;
- Forecast freight volumes and movements to 2040.

### Who Should Participate

- Importers, exporters, freight forwarders, warehouse distribution centres, stevedores, transport operators, rail terminal operators, empty container parks and shipping lines.
- Key industry councils and associations support the study.

## What Is Involved

- Companies at each point of the logistics chain are providing electronic data so container movements can be tracked over a 2 week period **9-23 November 2009**.
- Commercial confidentiality is assured and all data will be aggregated.
- For most companies, **participation means a simple download of existing spreadsheet data.**

The Study is being conducted by Integrated Management Information Systems (IMIS) in partnership with Victoria University's Institute for Logistics and Supply Management (ILSCM)

For information regarding the Study, please contact Loretta Gabriel of [loretta.gabriel@vu.edu.au](mailto:loretta.gabriel@vu.edu.au) (03) 9919 6253

[Back to top](#)

## Market in Focus – Saudi Arabia

Why Saudi Arabia?

Saudi Arabia is witnessing an economic boom following a surge in oil prices and huge flow of foreign investments. Valued at \$325.5 billion, The Kingdom's ambitious plan is to dramatically raise investment competitiveness with its programs designed to built six economic cities in Rabigh, Hail, Madinah, Jizan, Tabuk and Ras Azour.

Saudi Arabia's real GDP growth was estimated at 4.2% in 2008, and is projected to be 4% for 2009. Saudi Arabia remains one the most attractive Middle Eastern markets, boasting a government surplus of \$157.3 billion in 2008. In addition GDP per capita rose to its highest levels in 27 years, to \$18,531, highlighting signs of prosperity.

Between now and 2016, the population of Saudi Arabia is expected to grow by more than 20%, from 23 million to 30 million, which, in turn, will create an unprecedented opportunities for exporters in the following fields:

- Agriculture
- Automotive
- Mining
- Infrastructure
- Education
- Defence
- Health
- Environment

[Back to top](#)

### e-link

Find the latest information outlining both opportunities and barriers to export into Saudi Arabia at [Ai Group's new Saudi page](#). Industry based research reports focus on the following sectors: Agriculture (incl. Food and Beverage), Automotive, Mining and Minerals, Infrastructure/Building and Construction, Education, Defence, Health and medical products and services, Environmental products and services.

[Back to top](#)

## Trade Missions

Outgoing Missions

### Mining Mission to Chile

April 2010

This Mission is designed to provide a cost-effective entry to the Chilean market; expose mission members to one of the world's fastest growing economies and provide a comprehensive business-matching program

for mission participants to identify real project opportunities and long term business partners. Ranking amongst the worlds leading mining nations, Chile specialises in exports of copper, gold, silver, molybdenum, zinc, iron ore, lithium, nitrates and coal, among others. The costs to maintain large mining operations in Chile are estimated at US\$ 5.5 billion per year, with US\$ 1.2 billion designated for the purchase of goods and supplies (parts and pieces, supplies for plant and mine, reagents, equipment, etc). [For more information complete this form.](#)

## **Big 5 to Dubai**

November 23-26

The annual BIG 5 exhibition is one of the world's major building and construction shows and it welcomed more than 58 000 visitors in 2008. Big 5 is an opportunity for companies in the construction and infrastructure sector, particularly in construction and infrastructure products and services, green building, environmental management, and energy and landscaping. The exhibition provides opportunities to gauge market potential, industry interest, competition and meet industry and government contacts from the region. Your local State Government may provide some financial support to attend, please contact Keith Stubbs at [kstubbs@mbav.com.au](mailto:kstubbs@mbav.com.au) for more information.

[Back to top](#)

## **VICTORIA - Upcoming Events**

[Ai Group Events](#)

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

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[Back to top](#)

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

#### **Seminar: Asia Pacific Digital Innovation Summit**

This event is hosted by the Australian Information Industry Association (AIIA) and supported by Austrade. In December 2009 Australia will welcome members of APICTA, ASOCIO and the Asia Pacific ICT industry to Melbourne for the [Asia Pacific Digital Innovation Summit \(APDIS\)](#). APDIS will bring together participants from 25 economies, represented by 37 associations for 3 days of technology exchange, ICT innovation, collaboration, trade partnerships and business for the ICT industry.

APDIS will see the launch of the ASOCIO 2020 Report and brings together leaders of industry to discuss key issues for our digital future. Culminating with the APICTA Awards Gala Dinner the best of Asia Pacific will join with Australian ICT industry and government. AIIA as the Australian peak ICT industry body is proud to host the Asia Pacific Digital Innovation Summit and the ICT Flagship Events APICTA Awards and ASOCO ICTY Summit in 2009.

Date: 14 – 17 December

Venue: Crown Promenade  
8 Whitman Street, Melbourne, VIC

Time: TBC

Cost: TBC

Contact: Austrade Direct ☐ Tel: 13 28 78 ☐ Email: [info@austrade.gov.au](mailto:info@austrade.gov.au)

[Back to top](#)

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

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

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

#### **Webinar: Education opportunities in the ASEAN region**

This event is not limited to NSW. A webinar is a seminar or presentation that's transmitted over the internet where each participant sits at their computer and is connected to other participants via the internet. Now is the time to take advantage of the opportunities ASEAN can offer your institution by taking part in this free webinar on the International Education trends and opportunities in South East Asia. This event is free, but participants must register. The registration confirmation email will include all webinar log-on information.

Date: Tuesday 24 November

**Venue:** Internet - Webinar  
**Time:** 3.00pm - 4.00pm  
**Cost:** Free  
**Contact:** Register [online](#)

[Back to top](#)

## QUEENSLAND - Upcoming Events

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

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### Other Events incl. Austrade/TradeStart

Austrade

#### **Seminar: Getting into Export**

Getting into Export is an introductory workshop involving a small group of participants. It is designed specifically for key decision makers in small and medium sized enterprises who are considering making export part of their business and would like to learn more about what is required to become a successful exporter. Experienced export advisers from the Australian Trade Commission (Austrade) will present the workshop, helping you decide whether export is something that could help grow your business and secure its future.

**Date:** Thursday 10 December  
**Venue:** Austrade, Brisbane  
Level 16, 307 Queen Street  
**Time:** 9.30am – 12.30pm  
**Cost:** Free  
**Contact:** Register [online](#)

[Back to top](#)

## SOUTH AUSTRALIA - Upcoming Events

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

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### Other Events incl. Austrade/TradeStart

Austrade

#### **Seminar: 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. Coaching sessions will be held in most capital cities and regional areas Australia-wide.

**Date:** Wednesday 20 November  
**Venue:** Austrade Adelaide  
Ground Floor, 50 Hindmarsh Square  
Adelaide, SA, Australia  
**Time:** 9.00am – 11.00am  
**Cost:** Free  
**Contact:** Register [online](#)

[Back to top](#)

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