

TradeWays

INTERNATIONAL OPPORTUNITIES FOR AUSTRALIAN BUSINESSES



Edition 101 December 2009

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From the Trade Desk

Welcome to the final edition of TradeWays for 2009. Thank you all for your support this year and we look forward to continuing to work with you next year.

Our priorities for 2010 are:

- Renew our trade mission program with missions planned for India, Chile and China.
- Ensuring members access the benefits of AANZFTA.

Ensure Ai Group remains engaged in ongoing and extensive consultations with Government on the following international trade policy matters:

- Encourage the Government to continue to broaden Australia's market access and competitive trade positions with key trading partners through comprehensive bilateral and regional Free Trade Agreements;
- Focus the Government on reducing the regulatory burden for business while maintaining regulatory support (ie. anti-dumping system);
- Advocate for greater support for Australian exporters through programs such as EMDG;
- Encourage Government to maintain support for sensitive Australian industry sectors to compete on often unlevel international playing fields.

News

Export Documentation (Certificate of Origin) operational hours during Christmas/New Year period

We would like to take this opportunity to wish you and your families a Merry Christmas and many good wishes for a new year of happiness and prosperity. We would also like to acknowledge and thank you for your continued support throughout the year and look forward to working with you in the New Year.

Please note our hours of operation during this period at our Melbourne office:

- Thursday 24 December 9.00am – 2.00pm
- Tuesday 29 December 9.00am – 4.30pm
- Wednesday 30 December 9.00am – 4.30pm
- Thursday 31 December 9.00am – 2.00pm

We will be closed for public holidays and our other offices: Albury, Sydney and Brisbane will be closed from 24 December and reopen 4 January. Bendigo will be closed from 24 December and reopen 15 January. Ballarat will be closed from 18 December to 27 January.

Australian PMI®: Manufacturing growth remains modest but currency bites

Manufacturing activity grew for the fourth consecutive month in November with the latest Australian Industry Group - PricewaterhouseCoopers Australian Performance of Manufacturing Index (Australian PMI®).

Australian PMI® Key Findings for November:

- The seasonally adjusted Australian Industry Group - PricewaterhouseCoopers Australian PMI® fell slightly in November, down 0.5 points to 51.2, still above the 50 point mark separating expansion from contraction.
- Manufacturing activity grew for the fourth consecutive month in November; the modest expansion reflects the sluggish growth in new orders and falls in inventories and supplier deliveries.
- The new orders index fell significantly, down 5.8 points to 51.9.
- The production sub-index rose 1.0 point to 54.0 in November, contributing to the first rise in employment in almost two years. The employment index rose by 9.1 points to 53.7.
- Across manufacturing, eight out of twelve sectors experienced growth, up from six in October.
- Clothing & footwear, construction materials and transport equipment were among the sectors that experienced growth but activity fell solidly in the paper, printing & publishing, and basic metal sectors.
- The rising Australian dollar continues to constrain growth across the manufacturing sector.

[Click here](#) to view the complete findings.

Update: ASEAN Australia New Zealand Free Trade Agreement (AANZFTA)

The AANZFTA will enter into force for Australia, New Zealand, Singapore, Myanmar (Burma), Brunei, Malaysia and Vietnam on 1 January 2010.

The entry into force date for the remaining ASEAN Member States (Thailand, the Philippines, Indonesia, Laos and Cambodia) is subject to implementation of required domestic legislative requirements by those countries. Imported goods from these countries are not originating goods until their entry into force is reached. It is therefore, not possible to make use of AANZFTA to import goods from these countries until the entry into force date. A further Australian Customs Notice (ACN) will be issued when the entry into force date for those countries is known. The Customs [page](#) will be updated to advise which Parties this Agreement will apply to.

The full text of the AANZFTA, including Schedules, AANZFTA Fact Sheets, a Guide to the Chapters of the Agreement and a Background to Negotiations can be viewed on the [DFAT website](#). Additionally, DFAT has published a document titled '[Making Use of AANZFTA to Export or Import Goods](#)' to help exporters and importers to make full use of AANZFTA. It contains practical advice on how to find tariff commitments and Rules of Origin (ROO) requirements for individual products.

The Australian Industry Group is one of only two organisations in Australia authorised to issue certificates of origin for Australian exporters wanting to access AANZFTA. To ensure that your goods qualify for preferential access, please contact Bilyana Petrovski on tradedocs@aigroup.asn.au.

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Market in Focus – Philippines

Why the Philippines

- With a local market of over 92 million people;
- Positive economic growth;
- A westernised culture, the Philippines is also one of the largest English speaking countries in the world;
- Centrally located within Southeast Asia; and
- The Philippines is a member of ASEAN.

The Philippines is a member of the [Association of South East Asian Nations](#) (ASEAN), along with Indonesia, Malaysia, Singapore, Thailand, Brunei, Vietnam, Laos, Burma and Cambodia. ASEAN was established to accelerate the economic growth and promote peace and stability throughout the region.

The Philippines considers its relationship with its neighbours in the Asia-Pacific region critical to its national security and economic development. The cultivation of good relations between the Philippines and its neighbours in the South East Asia region, particularly its co-members in ASEAN is crucial to the advancement of its own national interest and that of the region, especially in terms of regional stability and prosperity.

The Philippines maintains a good trading relationship with Australia being a net exporter of goods. Australia and the Philippines are geographically proximate and share common perspectives on many regional, economic and security issues. As a result, Australia and the Philippines have a long history of bilateral cooperation. The relationship consists of development assistance, defence and law enforcement cooperation, and we have increasing people to people links through trade, investment, cultural exchange, tourism and migration.

Major Australian Exports 2008-09 (A\$m):

- Copper ores & concentrates A\$161
- Milk & cream A\$136
- Crude petroleum A\$127
- Refined petroleum A\$122

Major Australian Imports 2008-09 (A\$m):

- Crude petroleum A\$97
- Batteries & electric accumulators A\$31
- Copper A\$31
- Telecom equipment & parts A\$28

Export Opportunities

The Philippines is a consumer-oriented society with an inclination to buy imported goods. There are also privatisations and reforms in the electricity, water and waste management sectors. Infrastructure projects are increasingly being opened up to private finance. Sectors with opportunities include:

- Environment: solid waste management, waste-to-energy, water and waste water treatment.
- Power and renewable energy (RE): privatisation of government power assets, RE projects, energy efficiency, carbon finance and CDM
- Aid-funded business/Asian Development Bank (ADB): ADB is based in Manila; regional projects in sectors such as agricultural and natural resources, education, energy, construction, environment & climate change, finance, health, governance, transport, water and other municipal infrastructure.
- Education: accreditation, software and hardware for education, business process outsourcing (BPO)-related
- ICT: contact centres, back-office solutions, animation & gaming, software development
- Construction: building products and services, architecture and engineering, green-building
- Retail: fashion, accessories, wellness products and food concepts
- Healthcare: health and wellness facilities, medical equipment and supplies
- Agriculture: genetics and biotechnology, aquaculture, quality assurance

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e-link

It is vital to understand how to package and label your products for export if you want your products to arrive at their destination without being damaged or otherwise compromised. [Businesslink](#) the British Government's website shows you how to label and package your product so that it arrives safely and conforms to regulations of both the importing and exporting countries. Topics covered include: your export packaging options; labelling and packaging your goods for export; and factors to consider when choosing export packaging. [The International Trade Centre of the United Nations](#) also offers extensive resources for export packaging.

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Trade Missions

Outgoing Missions

Digital Media Mission to New York

15 – 19 March 2010

Following the success of the second Digital Media Trade Mission to New York in 2009, Austrade, in conjunction with AIMIA (Australian Interactive Media Industry Association), is organising a return mission in March 2010. New York is the global hub for the advertising, marketing, media distribution, publishing and television industries. It is the largest media market in North America with seven of the world's top eight global advertising agencies headquartered in New York. Join this intensive, highly targeted program and introduce your technologies to major advertising and interactive media companies and suppliers. For more information contact Simon Hill at simon.hill@austrade.gov.au.

Financial Services Technology Mission to Singapore and Kuala Lumpur

12 – 16 April 2010

Austrade is organising the first ASEAN Financial Services Technology Mission to Singapore and Malaysia, two of the fastest growing capital markets in ASEAN. Join this program if you are an Australian business with: innovative financial services technology solutions; technologies that improve efficiencies and cost competitiveness including effective risk and compliance management and governance; a proven sales record and client base for the technology in Australia or overseas; a commitment of both financial and managerial resources to export to ASEAN. Gain access to local financial institutions, systems integrators and other players that are developing and selling technology to banks, insurance companies and asset managers. For more information contact Noreen Mac Morrow on 02 9390 2855 or email noreen.macmorrow@austrade.gov.au.

Health Technology Mission to Thailand

28 – 30 April 2010

Austrade supported by CHIK Services is organising a trade mission to Thailand. The Thai healthcare industry is focusing on technology as a key enabler to improve healthcare services, increase health workers efficiency, and improve access and interconnectivity to patient information. Gain insight into the private and public healthcare sector in Thailand by participating in this three day mission which includes roundtable panel discussions, networking, group visits to leading hospitals and one-on-one meetings with targeted prospects. For more information contact Katharine Heather on 02 9390 2765 or email katharine.heather@austrade.gov.au.

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