

# SEQ in the Asian Century

Opportunities to collaborate with Austrade 2013-14

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Australian Government  
Australian Trade Commission



# About today's presentation

1. Australia's Trade with Asia - Overview
2. Commercial Responses to the Asian Century White Paper & Opportunities to Collaborate
3. Services for exporters

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# Who we are

## Who is Austrade?

- Australian Trade Commission (Austrade) is the Australian Government's trade and investment development agency

## Austrade's mission

- To assist Australian businesses succeed in international business, attract productive foreign direct investment into Australia and promote Australia's education sector internationally



- Austrade Post
- Austrade Sub-Post
- Austrade Representative
- Austrade Location

1 July 2013

# Some scene setting...

## On smart specialisation

“In the past years, German companies profited handsomely from China’s demand for high-tech machinery and exported €67bn worth of goods there last year. **About 1m German jobs are estimated to depend on exports to the Asian power**”

## On China’s rebalancing

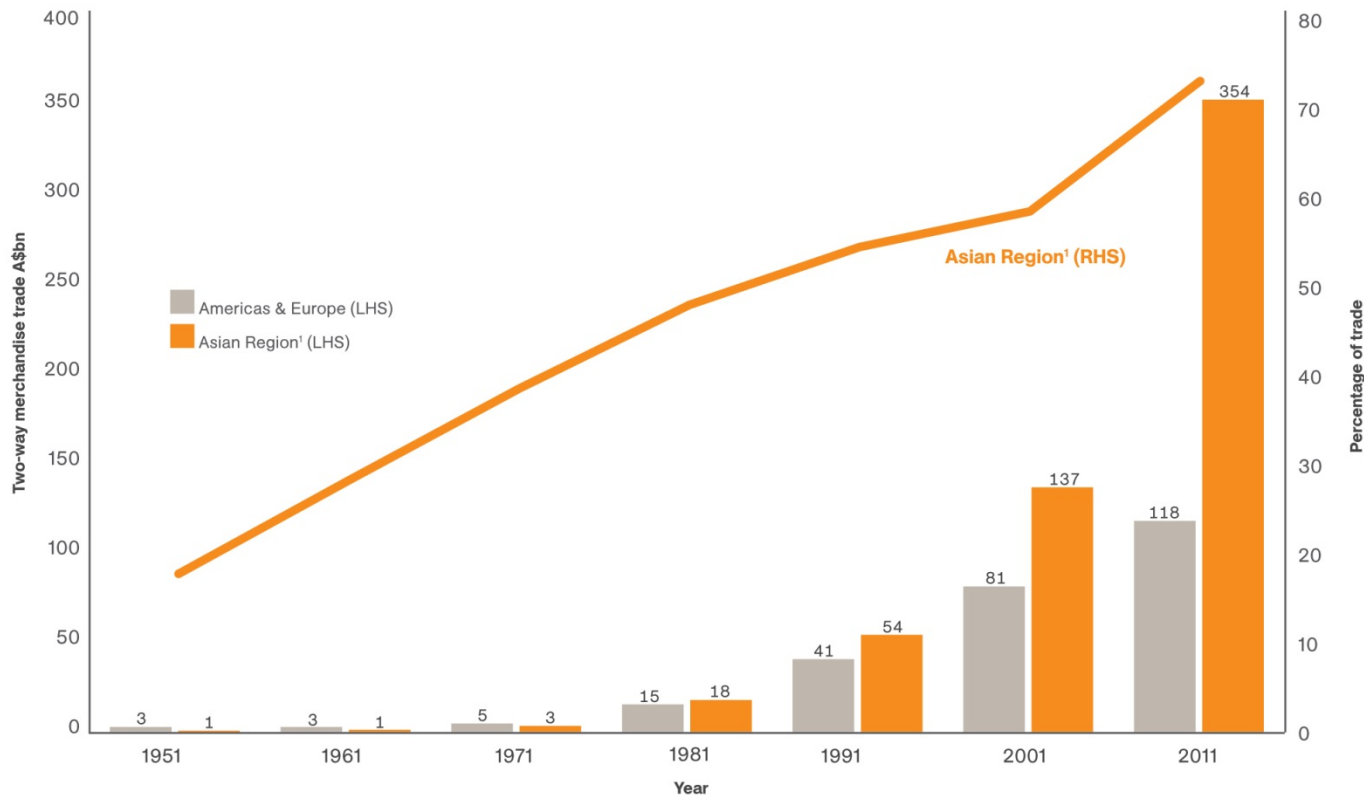
“A Chinese economy growing at an annual rate of 7.5 per cent... is still contributing more to global demand growth than any other economy. **The slowdown therefore is only a problem for those naively expecting 10 per cent growth to last forever**”

Rebalancing will create winners and losers. Those feeling nervous include commodity exporters such as Australia. As Prime Minister Kevin Rudd said... **“diversification and productivity are no longer important for Australia, they are essential”**



# 60 years of two-way trade growth with Asia

## Australia's Two-way Merchandise Trade



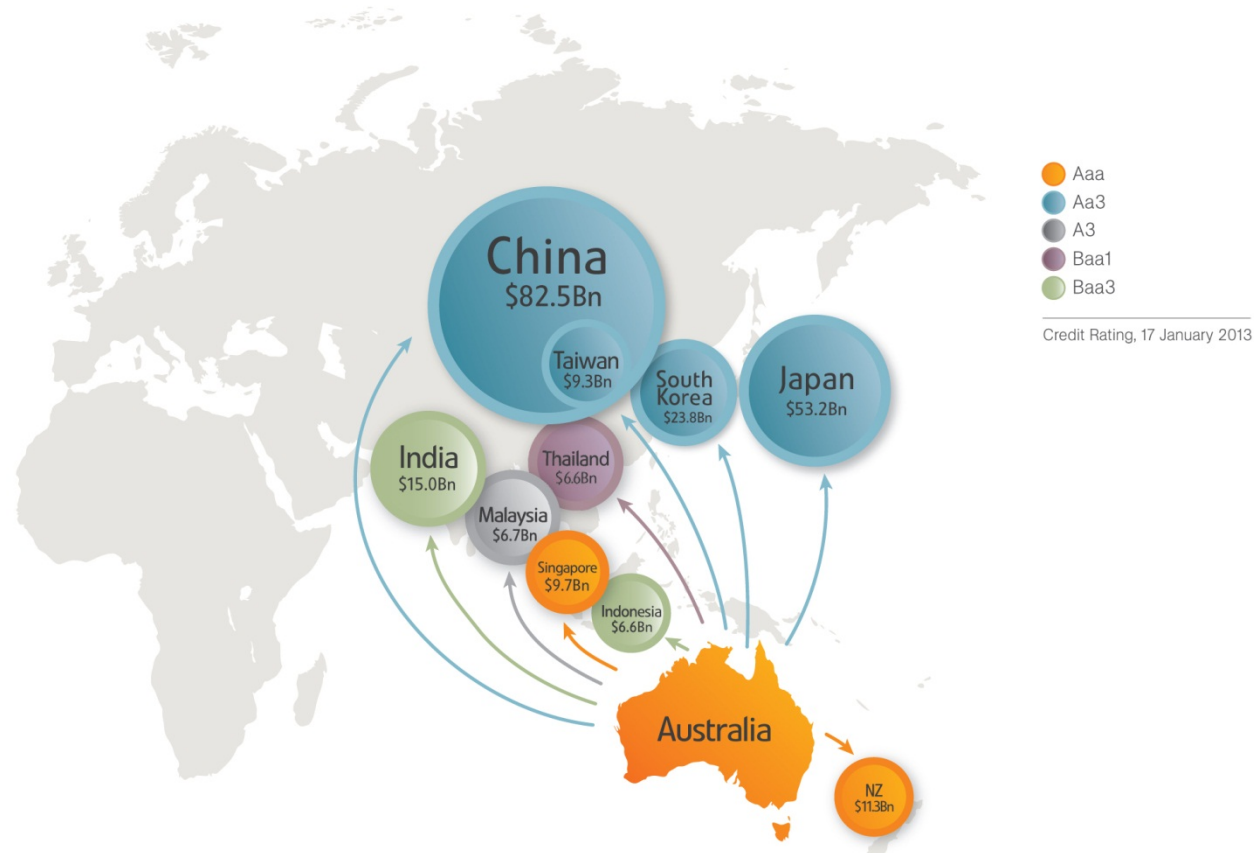
1. Including New Zealand and other Oceania countries.

Sources: Department of Foreign Affairs and Trade; Australian Bureau of Statistics; Austrade

# Ten of our top twelve export markets are in Asia

## Australia is a Partner for Growth in Asia

Of Australia's top 12 export of goods and services markets in financial year 2011-12, ten were from the Asian region



Sources: Department of Foreign Affairs and Trade, Composition of Trade Australia, 2011-12 (December 2012); Austrade





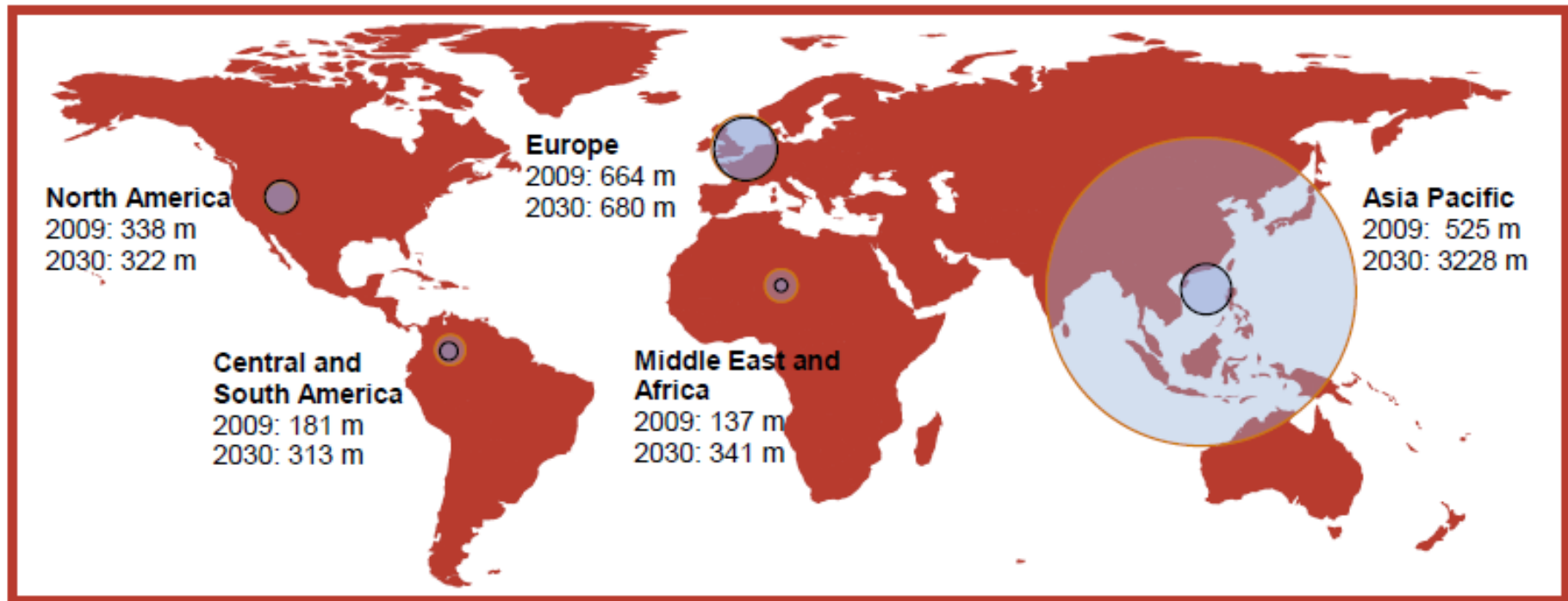
## Not all Asian markets are equal....

- **Aid and development driven:** Myanmar, Laos, Cambodia
- **State investment driven:** China
- **Low-value export driven:** Cambodia, Thailand, Vietnam, China
- **High-value export driven:** Singapore, Malaysia and South Korea
- **Consumption driven:** Indonesia, Philippines, Singapore, Thailand, Hong Kong, South Korea
- **Services and knowledge driven:** Hong Kong and Singapore

The top-left corner of the slide features several thin, light-colored lines that intersect and curve, creating a modern, abstract geometric design.

**Commercial responses  
to the Asian Century  
White Paper and  
Opportunities to  
collaborate with  
Austrade**

# Headline: the Asian consumer market of 2030





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# Some themes of the Asian Century white paper

## Productivity

- Nine initiatives to boost participation of Australian VET institutions in Asia

## Urbanisation

- Three initiatives to position Australia as leading supplier of construction and infrastructure
- Two initiatives focused on supplying automotive value chains

## Resource scarcity

- Three initiatives to raise awareness of Australian agri-business services and technology
- Seven initiatives focused on supply of METS

## Demographic Change

- Eight initiatives designed to increase supply of health and aged care services and technology

## Rising Middle Class

- Four initiatives to support financial services
- Four initiatives to promote Australian creative services

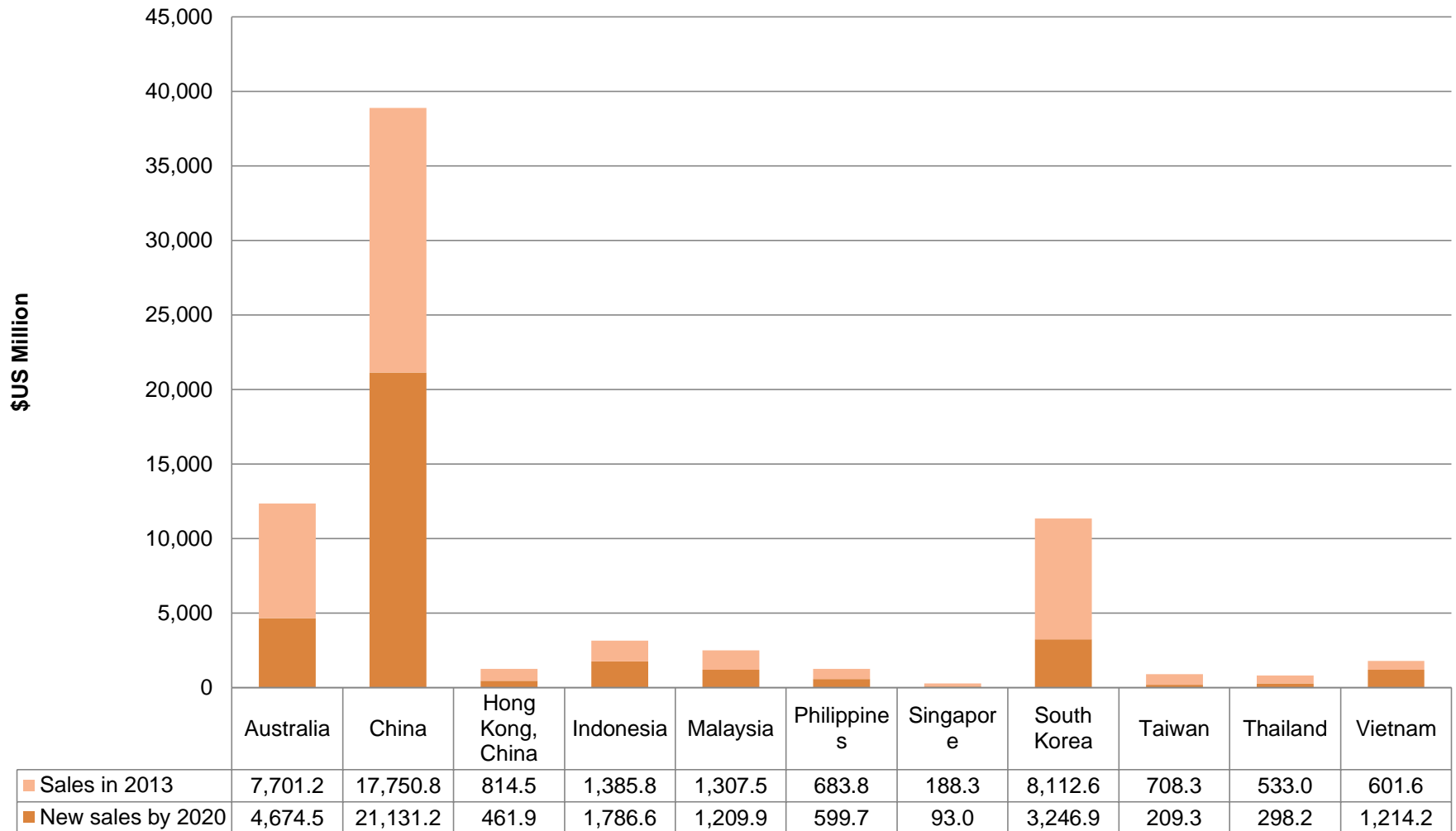
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# Opportunities to collaborate with Austrade in Asia for SEQ Smart Specialisation

- **Aviation, Aerospace and Defence**
  - Korea, Singapore, Malaysia
- **Food and Agri-sciences**
  - China, Korea, Jakarta, Hong Kong
- **Resources Technologies**
  - Thailand, Philippines, Vietnam, Indonesia
- **Transport and Logistics**
  - Indonesia, Philippines, Thailand, Vietnam
- **Medical Technologies**
  - China, Taiwan, Malaysia, Hong Kong, Indonesia
- ~~Software Development~~
- **Clean Technologies**
  - China, Taiwan
- **Creative Industries**
  - Korea, Taiwan, Hong Kong

# Aviation, Aerospace and Defence - opportunities

## Sales of Air Travel - 2013-2020



# Aerospace manufacturing supply chain sector

## Notes from discussions with Mr Patrick Keily, Global Certification Program & QA Head for Rolls-Royce – Oct 2012

- Limited awareness of Australian supply capabilities
- Singapore is one of the global sourcing centres
- RR supply chain program is known as '*Approve and Maintain scheme*'
- Suppliers who have already been supplying to global aviation OEMs e.g. Lockheed Martin / Boeing, may have an advantage as they have approved processes and certification (AS 9100 series ?)
- Australian suppliers are required to be AS 9100 certified (for design and manufacturing)

# Aerospace manufacturing supply chain sector

- RR have a sourcing and supply chain team based in Singapore
- Team conducts review and audits for new suppliers for RR global supply chain programs
- RR is continuously sourcing for new suppliers (and technologies/materials)
- Opportunities exist for Australian suppliers (provided they meet quality and technical standards)
- For a perspective of RR's Trent engine series, see [here](#) and overview of Rolls-Royce's engine manufacturing [video](#).



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# Aviation, Aerospace and Defence – activities

## Korea

- Promote opportunities for Australian firms in aircraft maintenance, repair and overhaul, avionics, component/systems, airframe heavy maintenance, repair services and training.

## Singapore

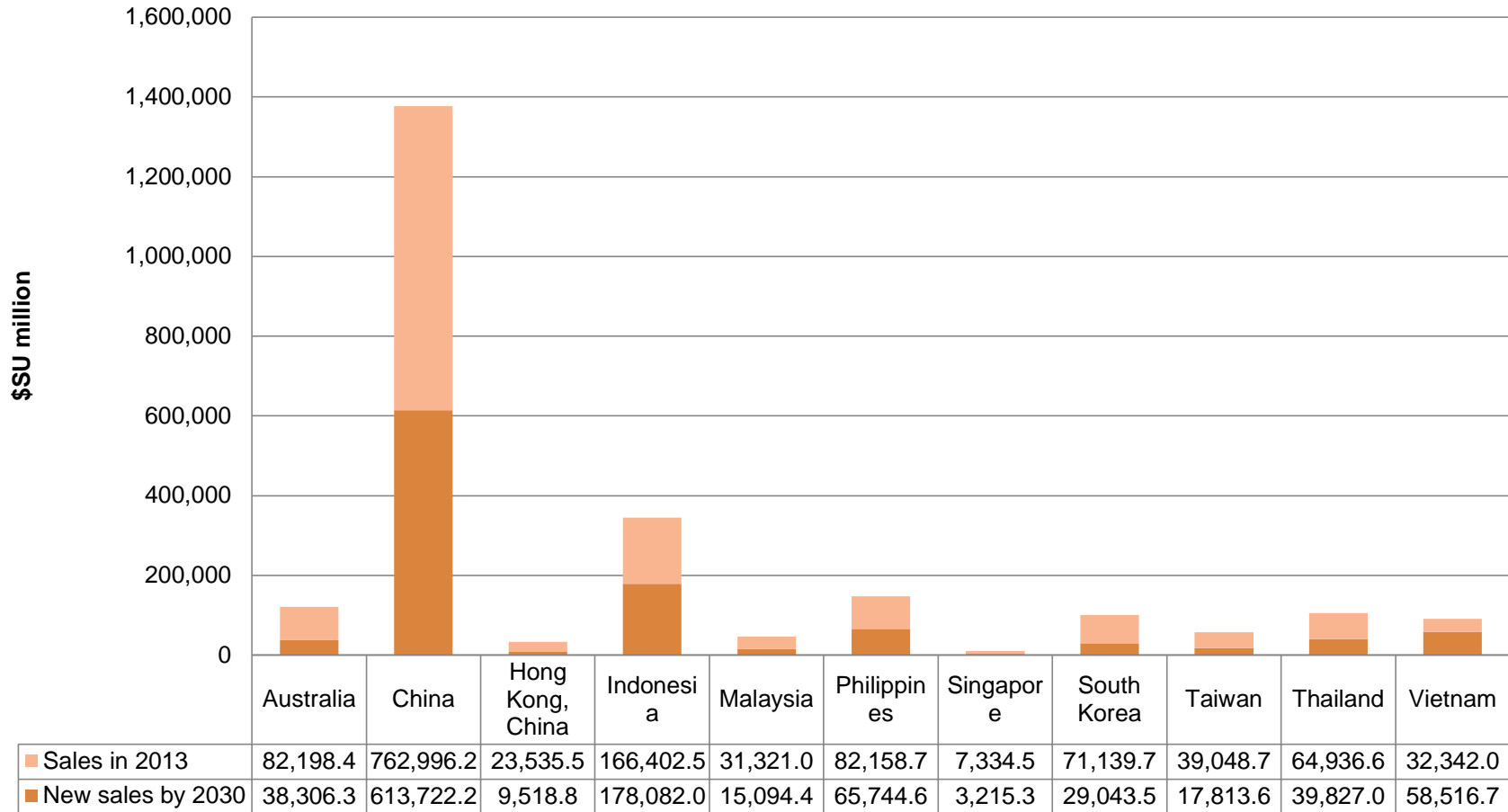
- Map of key target customer organisations and decision makers
- develop a detailed understanding of Australian export capabilities relevant for cluster-style promotion in ASEAN
- run a series of webinars and information sessions for Australian organisations and key partners

## Malaysia

- Support Australian participation at the Defence Services Asia Exhibition (DSA2014) in Kuala Lumpur from 14-17 April 2014.
- Deepen relationships with established businesses with long term contracts in Malaysia.
- Distribute trends and market intelligence to defence industry players.

# Food and Agrisciences – opportunities

## Food Sales 2013-2020



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# Food and Agrisciences – activities

## Korea

- identify contract growing or joint ventures leading to investment opportunities in Australian grain industry;
- Introduce Australian agriculture services in corporate farm management & precision agriculture

## Hong Kong

- Collaborate with industry to promote the Australian food safety credentials in Hong Kong and Macao

## China

- Agribusiness demonstration project: Shenyang Huishan Dairy
- Bilingual capability Statement on Australian Agribusiness
- Inward Agribusiness Mission to Australia to raise understanding of Australian capabilities in livestock improvement, fodder production and farm management

## Indonesia

- Leverage high level Ministerial and industry visits to strengthen Australia's position in the market.
- Deliver seminars and workshops with key government and industry contacts in Indonesia, focusing on food safety in agrifood supply chain (Food Safety Mission and Workshop 2014)

# Resources Technologies – opportunities

- **The Philippines** is the third most mineralised country in the world with an estimated mineral wealth worth US\$1 trillion. It ranks 3rd in gold deposits; 4th in copper; 5th in nickel; and 6th in chromite.
  - The Philippines also has the 2nd highest electricity rates in the region.
- **In Vietnam**, to meet local power demand, Vinacomin plans to invest in 19 new coal mines during the period of 2015-2025, mainly underground mines.
  - In addition to coal, Vietnam also has world-class reserves of bauxite, titanium, iron ore, chromites and various other minerals, such as copper, gold, phosphate rocks, rare earths, limestones and tungsten.
- **Indonesia** remains among the world's largest exporters of thermal coal. Global mining companies consistently rank Indonesia highly in terms of coal and mineral prospects

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# Resources Technologies – activities

## Vietnam

- Identify and share opportunities for Australian METS suppliers for the coal mining sector in Vietnam by 30 June 2014.
- Identify and share opportunities for processing technologies, mining services and equipment into by 30 June 2014.

## Philippines

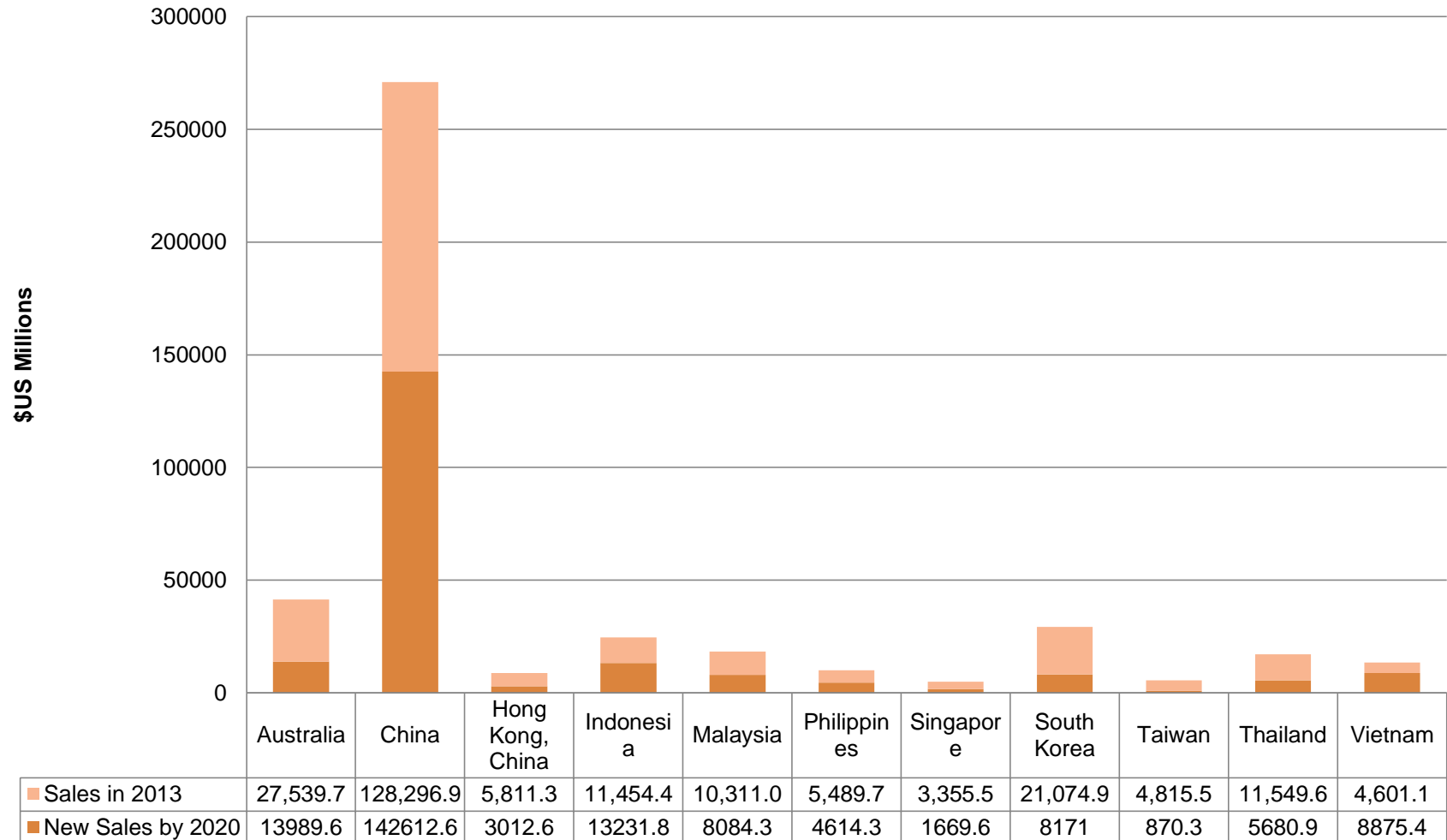
- Promote Australian capability in geothermal, hydro, biomass, wind, solar & ocean power developments (grid-connected)
- Build awareness of DOE awarded projects (service contracts) and remote off-grid electrification (730 islands)

## Indonesia

- Develop mutual relationship with mining stakeholders; Australian clients, Indonesian customers, Indonesian governments and industry associations.
- Leverage knowledge on the regulatory framework, market trends and gaps to bridge the needs and Australian capability in mining sector
- Deliver quarterly industry roundtables for the Australian Mining Houses in Indonesia, to discuss relevant issues (Sept/Dec 2013 Mar/Jun 2014).
- Coordinate a mine visit program for Australian METS to key Indonesian mineral / coal producer, for company representatives (April 2014).

# Transport and Logistics – opportunities

## Transportation Services Sales 2013-2020



# Transport and Logistics – activities

## Vietnam

- Complete a structured engagement program with relevant decision makers for Japanese-funded projects
- Create an insight report based on this engagement including both successful engagement and those projects where there appears to be little opportunity

## Thailand

- Identify and scope major PPP projects in Thailand to understand timelines, funding arrangements and procurement processes for these projects.
- Qualify and deliver opportunities for Australian infrastructure companies

## Indonesia

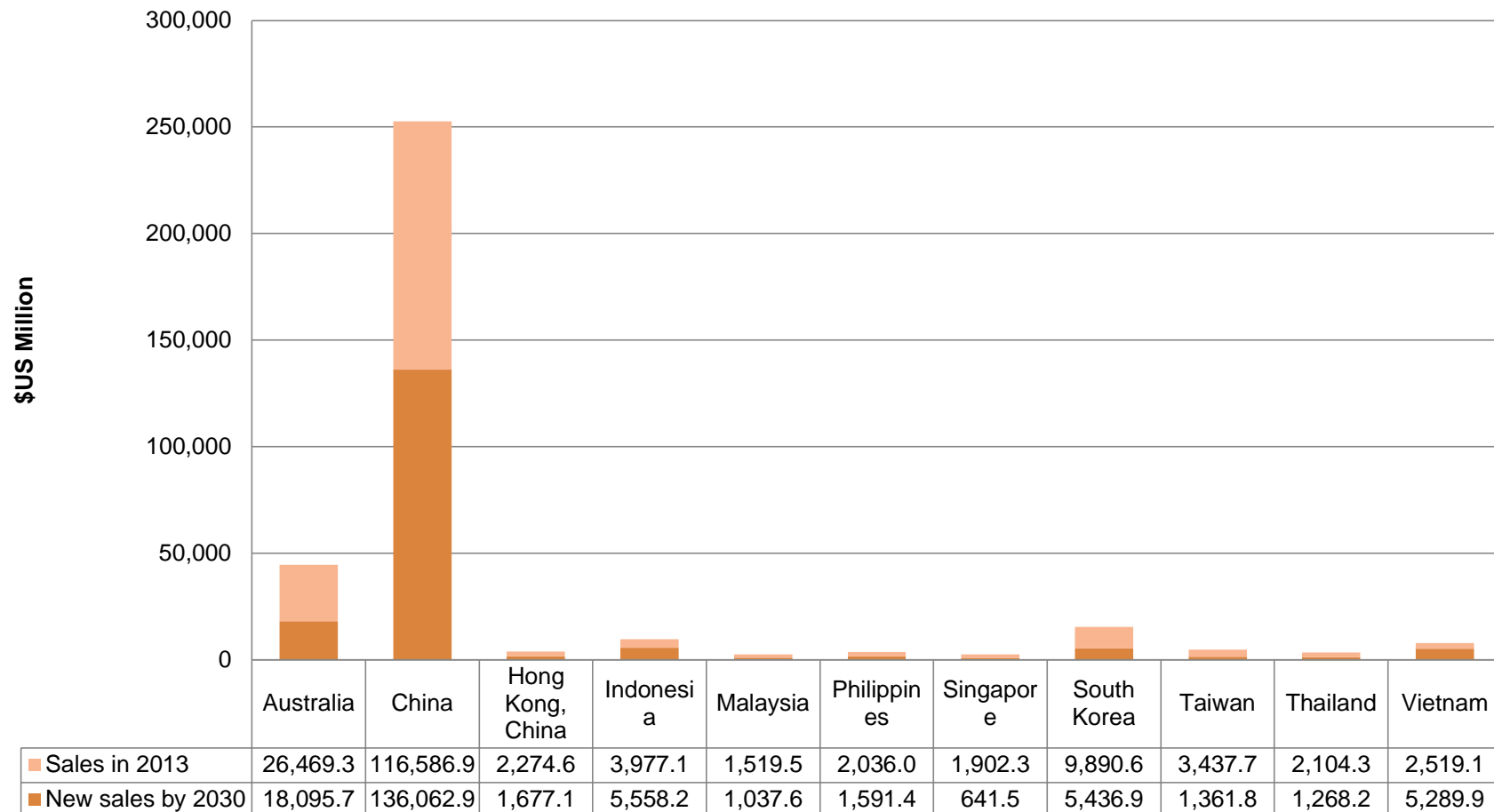
- Increase Australian industry participation in Indonesian Private Public Partnerships (PPP) and major private sector infrastructure projects.
- Maintain and expand relationships for Australian infrastructure companies in Indonesia to partner with relevant Indonesian agencies

## Philippines

- Position Australia as the leading model for PPP's and assist Australian companies to participate in PPP and other infrastructure projects.

# Medical Technologies – opportunities

## Pharmaceutical Products, Medical Appliances and Equipment Sales 2013-2020





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# Medical Technologies – activities

## Korea

- Identify opportunities through customer outreach and health-care trade events
- Promote Australia's healthcare capability to relevant industry and government bodies

## China

- Increasing awareness in China of Australian health and aged care capabilities
- Encouraging greater collaboration between key Australian stakeholders
- Identification of specific projects and service opportunities in China and dissemination of this information

## Indonesia

- Showcase Australian healthcare capability to raise awareness and identify opportunities with Australian presence at Indonesian Hospital Expo 2013 (Nov).
- Undertake an industry capability roadshow in partnership with industry to regional Indonesia to expand network and identify opportunities

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# Clean technologies – opportunities

- China is home to one fifth of the world's population – but with one twentieth of the world's freshwater resources.
- Industrial pollution – there are an estimated 10,000 petrochemical plants along the Yangtze River
- Agricultural run-off - half of China's regions exceed the internationally accepted limits of nitrogen fertilizer use per hectare
- Urban waste-water - it is estimated that only fifty per cent of urban sewage is treated.

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# Clean technologies – activities

## China

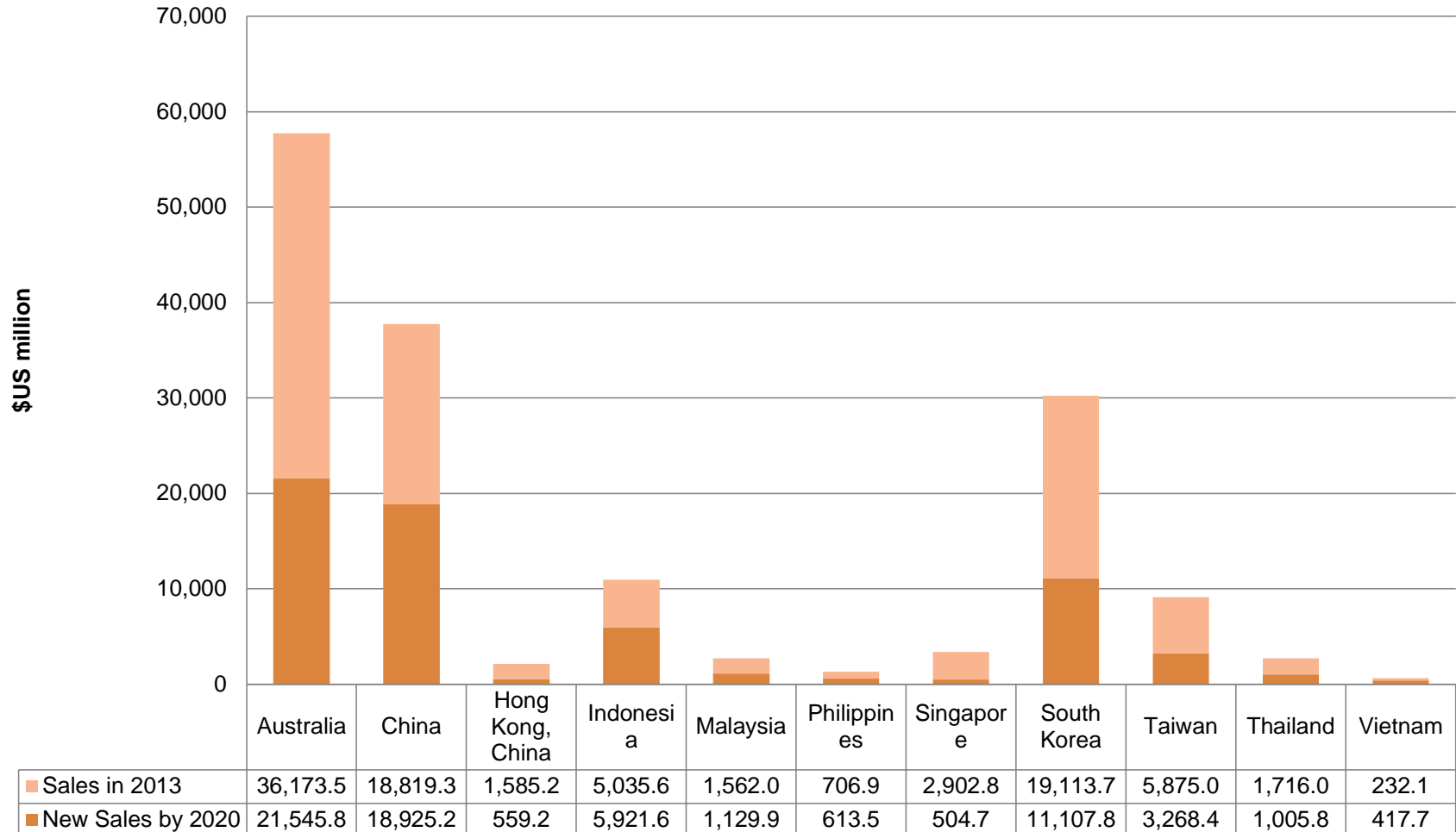
- Promote Australian capabilities in the water and environment areas
- Support Australian clients' marketing effort by providing tailored services, aiming for increased export outcomes.
- Develop customer networks and identify major market trends and opportunities in the rapidly growing water and environment sector in China

## Taiwan

- Building commercial awareness and opportunities to stimulate collaboration between Australia and Taiwan in the soil and groundwater remediation sector.
- Raising the profile of Australian capabilities in environmental protection (land, water, pollution control) to Taiwan environmental stakeholders
- Delivering commercial awareness of Taiwan environmental protection developments and cross-strait cooperation

# Creative industries

## Sales of recreational and cultural services 2013-2030



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# Creative industries

## Korea

- Post will firstly scope and then qualify opportunities to match Australian supply capabilities in the following sectors:
  - Architectural design, green building
  - Creative services, publishing and performing arts
  - Vocational education and training
  - Public education programs for cultural institutions
  - ICT and related customised technologies
  - Sports information services

## Taiwan

- The Taipei post aims to align with the Taiwan government's major economic and infrastructure development plans to cultivate the arts and cultural sector.
- Activities will include promoting Australia's expertise and track record for culture and sporting venues and delivering project / procurement opportunities from through engagement of venue owners / operators.

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# Services for Australian exporters

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# Austrade services for Australian businesses

- Providing advice and information on doing business in overseas countries
- Assessing market suitability
- Identifying relevant overseas contacts
- Assisting with market entry and expansion
- Identifying and delivering international business opportunities
- Delivering the Export Market Development Scheme

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# Online resources available at [www.austrade.gov.au](http://www.austrade.gov.au)

- Find out about events in Australia and overseas
- **Australian Suppliers Database** – join over 7000 Australian companies in this directory accessed by potential customers throughout the world - listing is free of charge
- **Export Update** – subscribe to a free monthly newsletter to receive the latest in export news and events and success stories



You searched for keywords "" in state 'QLD' for industry(s) 'Manufacturing (Other)'

## SEARCH RESULTS

01. [Yandina Plastics Pty Ltd](#)
02. [OzLED Pty Ltd](#)
03. [BEC Feed Solutions Pty Ltd](#)
04. [Mavlab](#)
05. [Tote Systems Australia Pty Ltd](#)
06. [Alcolizer Pty Ltd](#)
07. [Smartype 88 Pty Ltd](#)
08. [Slat Accessories Pty Ltd](#)
09. [Matilda Veneer \(formerly PROMAT IMPORTS PTY LTD\)](#)
10. [Itac2](#)

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### General Details

Keywords

Keyword Search Type

And  Or

### Industries

Industries

- Agribusiness
- Arts & Recreation
- Building & Construction
- Business & Other Services
- Consumer Goods, Non-Food
- Defence, Security & Safety
- Education & Training

# Keep in touch

If you are having difficulties viewing this e-newsletter [please click here](#)



## Partnerships newsletter

Dear Glenda

Welcome to the 06 March edition of Austrade's Partnerships newsletter.

### Mining conference highlights Australia's growing engagement with Africa



From 06 to 09 February the 2012 Mining Indaba conference took place in Cape Town, South Africa. Nearly 8,000 delegates attended, including government ministers from across Africa. Fifty-four Australian companies – up from 44 in 2011 – joined the Austrade-organised 'Australia Lounge' and associated 'Minister's Lounge', managed by the Department of Foreign Affairs and Trade (DFAT). Austrade assisted the companies to network with customers, match partners and access government officials.

All seven Australian high commissioners and ambassadors from across Sub-Saharan Africa were engaged on the program with Austrade.

Austrade and DFAT co-hosted five business and networking functions, while AusAID and the Export Finance and Insurance Corporation provided whole-of-government advice, advocacy and assistance to the Australian companies. The conference also offered Austrade and other Australian government organisations the chance to meet with the Australian-African Mining Industry Group.

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### Upcoming activity

- [North America Education Strategy: New Directions and Opportunities](#), webinar, 07 March
- East Europe Mining Industry opportunities 2012 mission seminars, [Perth](#) and [Brisbane](#), 13 March
- [Mining mission to Russia](#), 16-20 April

partnerships@austrade.gov.au



# Financial assistance for Australian businesses

- **The Export Market Development Grants (EMDG) scheme** encourages small-to-medium sized Australian businesses to enter into export and become sustainable exporters by reimbursing up to 50 per cent of eligible export promotion expenses above a certain threshold
- In 2011-12, A\$125.6 million and 2,993 grants were paid to businesses under the scheme



# Financial assistance for Australian businesses

## Eligible export promotion expenses include:

- Overseas representation
- Marketing consultants
- Communications  
(e.g. telephone, fax, email)
- Marketing visits
- Free samples
- Promotional literature and advertising  
(e.g. brochures, videos, website development)
- Trade fairs, seminars and in-store promotions
- Bringing overseas buyers to Australia
- Registration and/or insurance of eligible intellectual property



# You are eligible to apply for financial assistance if your business:

- Has an annual income of not more than \$50 million
- Has incurred at least \$20,000 of eligible export expenses under the scheme (first-time applicants can combine two years expenses)
- Has principal status for the export business (some exceptions apply, e.g. event promoters)
- Meets all other eligibility criteria under the scheme

For more information on eligibility and how to apply visit [www.austrade.gov.au/exportgrants/howtoapply](http://www.austrade.gov.au/exportgrants/howtoapply) or call **13 28 78** and ask for your local EMDG office.

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# Most services are provided free of charge

- Austrade is Government funded, so we are able to provide many of our general services free of charge
- For individually tailored solutions there is a fee of \$190 at an hourly rate. We will always provide a written quote after consultation and in advance of doing any work

Austrade's services are structured around the needs of Australian companies to assist them win overseas business by reducing time, cost and risk in selecting, entering and developing international markets

# Questions?

Feel free to contact me:  
[brent.moore@ustrade.gov.au](mailto:brent.moore@ustrade.gov.au)