



CITCSA Flash

CITCSA Patron:
His Excellency
Rear Admiral Kevin Scarce
AC CSC RANR
Governor of South
Australia

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CITCSA Patron Receives Annual Report



l-r: Barry Salter, Executive Manager, CITCSA; His Excellency Rear Admiral Kevin Scarce AC CSC RANR, Governor of South Australia; Nick Begakis AM, Chairman of CITCSA

Nick Begakis, Chairman and Barry Salter, Executive Manager, visited CITCSA Patron His Excellency Rear Admiral Kevin Scarce, Governor of South Australia at Government House in November to present the 2008/2009 Annual Report and to provide an update on CITCSA activities for 2009/2010

Clever Green Conference in Adelaide – February 2010

Registrations are now open for the Clever Green Conference and Showcase to be held at the Adelaide Convention Centre, February 15 -16 2010.

CleanTech is about improving the productive use of natural resources, and includes water saving technologies, renewable energy, waste management and recycling.

Internationally recognised speakers and national decision makers include:

The South Australian **Premier, Hon Mike Rann MP**

Senator the Hon Penny Wong - Minister for Climate Change and Water

Susan Preston – General Partner, CalCEF Clean Energy Fund, San Francisco, USA

Professor John Byrne - Distinguished Professor of Public Policy, University of Delaware, USA and joint recipient of the 2007 Nobel Peace Prize.

South Australia is positioning itself to reap the benefits from growth in clean technology and this conference will highlight and promote the State's diverse range of Cleantech businesses.

Great opportunity to invite international delegates to Adelaide and South Australia.

Program and registration details at www.southaustralia.biz/clevergreen

CITCSA Presidents Dinner at Parliament House



l-r Hon Kevin Foley MP, Deputy Premier; Alistair McFarlane, President Australia New Zealand Business Council SA; Christelle Damiens, Secretary French Australia Chamber of Commerce and Industry SA

The Hon Kevin Foley MP, Deputy Premier, Treasurer and Minister for Industry and Trade recently hosted his annual dinner for CITCSA Presidents or their representatives at Parliament House. Mr Foley thanked CITCSA member organisations for their positive contribution to the State of South Australia over the past year.

Food trade mission to Dubai and South Australian Stand at Gulfoods in February 2010

CITCSA, Food Adelaide and The Department of Trade and Economic Development with the support of PIRSA are collaborating to ensure that South Australian companies gain maximum knowledge and exposure at Gulfood 2010 in Dubai in the UAE

UAE:

- Food imports of over US\$10billion annually
- Food service market more than US\$31billion annually
- Last year Gulfood attracted more than 45,000 visitors from over 150 countries

Your opportunity to understand business in this market:

1. Food Mission to Dubai, UAE: 19th – 22nd February 2010

The Council for International Trade and Commerce (SA) and the Australia Arab Chamber of Commerce (SA) are organising a trade mission for new to market producers, suppliers, and food service companies to Dubai leading into the Gulfood Tradeshow.

Contact Barry Salter at CITCSA on 8300 0110 or barry.salter@citcsa.org.au for expression of interest flyer.

2. Gulfood Tradeshow Dubai, UAE 21st – 24th February 2010

Food Adelaide and the South Australian Government will be hosting a South Australian stand at Gulfood. This international tradeshow has proven to be useful in connecting with buyers from the Middle East Region. Various options of participation available.

Contact Clare Bagshaw at Food Adelaide on 8300 0022 or clareb@business-sa.com

Expressions of interest close: December 11th 2009



Food Mission to Singapore and South Australian stand at Food Hotel Asia in April 2010

CITCSA and the Australian Singapore Business Council are organising a food market awareness mission to Singapore for food and beverage producers who are new exporters, or new to Asia exporters including a visit to Food Hotel Asia from April 18 – 23 2010.

The mission will introduce participants to the food and food related service market in Singapore with industry visits to hotels, restaurants, supermarkets, and retail outlets, and the sea and air ports. Mission Leader is Mr Ernie Goh, President of Australian Singapore Business Council SA.

With a population of 4.3 million, and over 10 million tourists on average annually, Singapore is a substantial market for all kinds of food and beverages, hospitality equipment and services. South Australia's food exports to Singapore were valued at over AU\$33 million in 2007.

Contact Barry Salter, mission coordinator at CITCSA to obtain an information sheet on the trade mission, and the itinerary. Ph 8300 0110 or email barry.salter@citcsa.org.au

Food Adelaide is organising the South Australian Stand at Food and Hotel Asia in Singapore, April 21-24 2010. It is the largest tradeshow in the region, held only biannually, and it attracts serious importers and distributors of food and beverage products from around the world.

FHA attracted 36,956 global trade visitors from 90 countries and there were 2626 exhibiting companies from 70 countries/regions at this event in 2008.

Contact Clare Bagshaw from Food Adelaide on 8300 0022 or clareb@business-sa.com to register your interest in exhibiting.

South Australian Mission to India in October



Members of the delegation including Mr Brian Hayes QC, National Chairman of Australia India Business Council, Mr A.K. Tareen, South Australian representative in Chennai, India: Ms Penny Gale, former CITCSA Board member and Ms Marissa Fawcett, representing Business SA.

A Business Mission from South Australia consisting of 14-members, sponsored by Australia India Business Council (AIBC) and Business SA visited Chennai, Mumbai and New Delhi, India from 24th October to 1st November 2009.

At Chennai, the Chamber organized two interactive sessions on 27th October. The first session was a Migration and Investment Conference where the members of the Mission from the migration, education and recruitment agencies had a lively networking session with a number of companies from similar business in Southern India.



The Conference was followed by a seminar on "Doing Business with South Australia". While addressing at the seminar, Mr. Brian Hayes QC, Special Envoy to India for the Government of South Australia & National Chairman, Australia India Business Council, said that "The business environment in Australia is picking up after the economic slowdown. Business forecast has been revised and it is showing higher growth. South Australia has advanced further economically". He also added that the spate of attacks on Indian students in some Australian cities since May 2009 did not have any impact on business in South Australia.

Mr. A.K. Tareen, Senior Trade Commissioner - India, Government of South Australia, said that South Australia's exports to India increased from A\$ 181 million to A\$ 272 million during 2008-09. He outlined 10 reasons for Indian businessmen to invest in South Australia; innovation, business, investment, tourism, education, lifestyle, migration, cricket, sister-state agreement, and the South Australian Government's Representative Office in India. He also noted that "over 5000 Indian students have chosen South Australia for various graduate, post graduate and vocational training courses which is a growth of 80 per cent over last year".

Earlier, Mr. C. Sarat Chandran, Director of the Indo Aust Chamber in Chennai, in his Welcome Address, said that South Australian economic success and its growing visibility in India and the world are essentially due to three factors:

One, its Premier, Mike Rann, has a deep commitment to take the State to the world and has a strategic vision of his own. Secondly, Australian Industry in general and SA Industry in particular are niche players. And thirdly, South Australian business realizes that International Trade is very different today from what it was 10 or 15 years ago. He also identified three broad areas of opportunities – water, skilled migration and Indian food – where Tamil Nadu and South Australia can benefit from each other.

For more information about the Australia India Business Council and their annual lunch on December 15th 2009, contact Julie Halifax ph 0412645053 or email Halifax@aapt.net.au

New Chair of National Committee on Trade and International Affairs

Mr Nick Begakis AM, Chairman of CITCSA, has been appointed Chair of the Trade and International Affairs Committee of Australian Chamber of Commerce and Industry based in Canberra. ACCI is the peak body of business associations and represents more than 350,000 businesses through Chambers of Commerce in each State and Territory.

New Committee for Asia Pacific Business Council for Women



Lyndall Bain, Principal of Banksia Park International School and Leon Coppins

Leon Coppins, CITCSA Board member, and President of Thailand SA Business Council was guest speaker at the Valedictory night of the Banksia Park International School



Asia Pacific Business Council for Women held its AGM on Tuesday 10th November at the Imperial Peking Chinese Restaurant, St. Peters. Ms Dyan Francis was re elected President. Details of the new committee can be found on the website www.apbcw.co.au

Inaugural and founding President Dr Tji Srikandi-Goodhart, was awarded with APBCW Life Membership.

Levett Engineering from SA Wins National Export Award

South Australian firm Levett Engineering won the "Enterprise Connect" Emerging Exporter Award in the National Export Awards that were presented in Canberra recently. Started in 1989 by engineer Paul Levett as a one-man operation in his shed, Levett's initial focus was the local automotive industry. Forseeing a downturn, Levett began looking for new opportunities.

After four years of market research and undergoing numerous quality and engineering audits, Levett Engineering received its first export order in 2007 – from Lockheed Martin, manufacturer of the F-35 Lightning II (Joint Strike Fighter) aircraft.

Levett is now the only South Australian small to medium-sized enterprise to achieve the AS9100 aerospace quality standard and to export military aircraft components to the USA and the UK. Export earnings now account for more than 30 per cent of current turnover, with this figure expected to reach 80 per cent by 2011.

The Australian Export Award judges were extremely impressed with Levett's commitment to export and advanced technological capabilities. Despite the small size of the company, Levett employs a Business Development Manager and a Quality Manager to manage the marketing strategy and ongoing audits respectively. A dedicated project team responds quickly to customer needs, helping the company expand into other areas in the international aerospace sector.

The company maintains a competitive advantage by regularly upgrading its equipment to the latest European technology available. This allows it to manufacture components more quickly and to a high standard than competitors.

Since entering the export market, Levett has doubled its staff and expects that figure to grow more than 200 per cent by 2014.

CITCSA

"MEET the FACES
behind the PLACES"

Meet the Faces Behind the Places

Satish Dasan, President Australia Malaysia Business Council

Sarah Newman, CITCSA's Marketing Officer spoke to Mr Sathish Dasan, President of Australia Malaysia Business Council about international business opportunities in Malaysia.

Capacity the key when choosing trading partners

South Australian businesses looking to import or export products should consider carefully the capacities of their potential trading partners, says Australia Malaysia Business Council President, Sathish Dasan.

'Good business is based on each side of a transaction feeling comfortable with one another. One of the key ways that the AMBC adds value to trading relationships is to provide a vetting and recommendation service for businesses' says Mr Dasan. 'Too often a lot of money is spent by Australian firms on marketing in South East Asian countries and you really get nowhere because the parties don't have the capacity to build the relationship. They are looking for opportunities but may not be set up for export, for example. Capacity questions are very important to us. We are not going to put people in touch with businesses that are not thoroughly ready to import or export.'

Aside from the AMBC's extensive direct relationships with industry, we also have a particularly good relationship with the Malaysian government. We work with their trade arm, the Malaysian Industrial Development Authority, to match Australian businesses with Malaysian ones that we know are bona fide.'

Businesses trading with Malaysia may encounter very few other problems. 'There are not so many legal and regulatory hurdles. The Malaysian legal system is good and the government is eager to accommodate trade. Malaysia has a strong export emphasis and, since the global financial crisis hit, the government has been looking to strengthen its global opportunities.'



Satish Dasan, President of
Australia Malaysia
Business Council

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There has been a focus on shifting from a largely manufacturing-oriented economy to a services- and information-focused one. High-tech and green technologies have seen massive government investment and support, including chip technologies, fibre optics, water optimization, photovoltaic technology and associated infrastructure. In general, they are looking for new ideas, and they are prepared to back those new ideas.'

The Malaysian government has indeed backed its policies with on-the-ground action, with the object of developing the nation's export potential. 'We know for a fact that the Malaysian government put together a range of policies to support investment in these technology areas. This support is available to foreign, including Australian, companies. The Malaysian government even announced a few months ago that they would look at the introduction of taxation-free status for companies who collaborate with Malaysian companies in these fields.'

The AMBC has also been a dynamic supporter of trade between South Australia and Malaysia. 'The people involved in the AMBC have very strong relationships with accounting, business management, law firms and others in Malaysia so we make a lot of introductions for Australian firms wanting to do business there.'

At the moment we are looking at convincing Malaysia Airlines to increase the number of flights to a daily service between Kuala Lumpur and Adelaide, as well as encouraging the South Australian government to do as the Victorians have done and set up a trade office in Kuala Lumpur.

There are also currently huge opportunities for tourism from Malaysia, especially given the large number of Malaysian students who have studied here, and we want to encourage that. I'm happy to say that we have a tremendous amount of support from Malaysia; South Australia should leverage from that. Australia has been trading with Malaysia for a very long time now, and South Australia has benefited from this relationship enormously.'

'Recently we received a visit from the Malaysian Ambassador who discussed the potential of Malaysia's involvement in the OzAsia Festival. This suggestion originated from Mr Hieu Van Le and Douglas Gautier. Adelaide is the festival city, after all, and it's important to facilitate cultural, as well as business-focused exchanges.'

Contact Kathy Crockett for information about the Australia Malaysia Business Council on 8223 1612 or email kathy.crockett9@bigpond.com

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