



CITCSA Flash

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Le Cordon Bleu to sponsor Food and Wine award

Le Cordon Bleu Australia is pleased to announce its business partnership as a Consular Sponsor of CITCSA.

This incorporates sponsoring a new CITCSA awards category: Food and Wine – this award is to acknowledge a business or individual person from a CITCSA member organisation or chamber of commerce or business council whose outstanding contribution has advanced and promoted the global reputation of South Australia as producer or premium quality food and/or wine, or food service. The CITCSA awards will be presented on Friday September 5th

Earlier this year, *Journal Officiel de la République Française* announced the nomination of Mr Andre J. Cointreau, President and CEO of Le Cordon Bleu International, to receive the Légion d'Honneur within the personalities of the economic and social world. The *Légion d'honneur* or *Ordre national de la Légion d'honneur* is a [French order](#) established by Napoléon Bonaparte, First Consul of the First Republic, on May 19, 1802. It is the premier order of France, and its award is one of great distinction, with various titles depending on degree, such as Chevalier, Officier and Grand-Croix or Grand Cross. Mr. Cointreau was honored at a formal ceremony with the title or degree of Chevalier.

Trade Mission to Malaysia and / or the Philippines in July

The Australia Malaysia Business Council and the Department of Trade and Economic Development are organising a trade mission to Kuala Lumpur in Malaysia from July 7 – 9th 2008. Opportunities for South Australian companies have been identified in the following sectors: Education and Training; Food and Wine; Environment (Waste Management and Monitoring). Businesses in other industries are welcome to join the mission.

Mission participants will be assisted with briefings from Austrade, Malaysia Industrial Development Authority, business matching, facilities to conduct business meetings and an invitation to a South Australian promotional dinner on July 7th.

Contact Ms Kathy Crockett, Secretary of Australia - Malaysia Business Council on ph 82231612 or email Kathy.crockett9@bigpond.com for more information and an expression of interest form for this mission.

You may also be interested in participating in a trade mission to Manilla in the Philippines straight after this mission from July 9 -12th. Opportunities have been identified in the following sectors for the Philippines: Education and Training; Food (especially meat and meat products) and Wine; Professional and Technical Consulting Services (especially in the Official Development Assistance sector) and Mining.

Contact Marylene Vilorio-Viola, Trade Manager SE Asia at DTED on ph 83032217 or email marylene.vilorio-viola@state.sa.gov.au to obtain an expression of interest form for this mission.

Arrangements are being made for the Deputy Premier and Minister for Industry and Trade the Hon Kevin Foley MP, to support both these missions.

Financial Assistance for participation in these trade missions may be available to new and small exporters through the State Governments' Market Access Program. see www.exportsa.com.au



Mr Andre J. Cointreau
President & CEO Le Cordon
Bleu International

Burkina Faso visits South Australia



l-r Mr Barry Salter, CITCSA, Mme Rasmata Kabre from Burkino Faso, Ms Elsabet Tamrat from African Chamber SA and Mr Francis Elekwachi, President of African Chamber of Commerce and Industry in SA

Ms Rasmata Kabre, President of Business Professional Women in Burkina Faso, West Africa, is visiting South Australia in May and June as a guest of BPW South Australia. Ms Kabre made an excellent presentation about Burkina Faso at a seminar organised by the African Chamber of Commerce, CITCSA and Business SA on Thursday May 22nd at Enterprise House.

Burkina Faso is one of the smallest and poorest countries in the world and is keen to develop business relationships with South Australia to build their economy. The opportunities available for SA businesses are to provide infrastructure, mining, health, water and education services to Burkina Faso. Ms Kabre brought with her and displayed some samples of the quality handicrafts that are produced in Burkina Faso and there could be imported into SA.

Contact the African Chamber of Commerce SA should you require further information email afroeuropacific@optusnet.com.au

2008 Hong Kong Australia Business Awards (SA)

Nominations are now open for the 2008 HKABA (SA) Business Awards for SA businesses that have successfully traded with Hong Kong SAR/China and how that business has added value to the South Australian economy. Award categories are Exporting of Services; Importing of Services; Exporting of Goods; Importing of Goods; and Entrepreneur of the Year.

Contact Wendy Rush on 0400 773 851 or email hkabasa@rushrush.com.au for application forms which close on June 27th 2008. The Awards will be presented at a HKABA dinner at the National Wine Centre on Friday August 1st.

Business Visas for Thailand

The Honorary Consul - General of Thailand in SA Mrs Jaye Walton OAM reminds people who are visiting Thailand for business purposes to apply for a business visa. The cost is \$90.

Business visas for Thailand are available in Adelaide from the office of the Royal Thai Consulate, level 6, 185 Victoria Square, Adelaide which is open Monday to Friday 11am – 3pm. Ph 82184848 email jwalt@chariot.net.au

More Changes to Temporary Work Visa 457

Are you employing staff on 457 visas?

If you are employing overseas skilled workers, please note that from 1 August 2008, the Minimum Salary Level (MSL) payable under the 457 visa program will increase by 3.8%, changing the current standard MSL from \$41,850 to \$43,440. Click here for more details. <http://www.minister.immi.gov.au/media/media-releases/2008/ce08050.htm>

If you need any more information about this change or assistance with migration or visa issues, please contact Business SA's Industry Outreach Officer, John Haren, on 8300 0084 or 0434 076 437.

Water Industry Award Winners

Winners in the 2008 Water Industry Awards presented on Friday May 30th 2008 are as follows:

Chairman's Award – Ian Smith, Chicago Trade Commissioner, Austrade
Collaborative Teaming Award – Waterproofing Northern Adelaide Regional Subsidiary
Innovation Award – Intelligent Softwear Development
Emerging Export Award – Baleen Filters
Export Development Award – Maric Flow Control Australia
Marketing Excellence Award – Waterfind

Keynote speaker at the Water Industry Awards luncheon was Mr Ng Han Tong, Managing Director of Singapore Utilities International.

Further information about the Water Industry Alliance is available from www.waterindustry.com.au

MEET THE FACES BEHIND THE PLACES:

Australia Indonesia Business Council

Mr Todd Shone, SA Chairman of the Australia Indonesia Business Council spoke to Sarah Newman, Marketing Officer at CITCSA on why Indonesia is offering big trade opportunities for SA businesses:

What opportunities currently exist for South Australian businesses in Indonesia?

There are a large number of opportunities in Indonesia, in all market areas. There has been a big push in mining, retail, security, banking, oil and gas. Corporate and VET sector training also provide great opportunities for Australian firms. There have been discussions with a number of car manufacturing companies thinking about setting up in Indonesia. With the recent closure of the Mitsubishi plant here in South Australia, this might provide some opportunities for the SA automotive industry.

What current market conditions are relevant when trading with Indonesia?

Last year, the country's economy grew by 6.3%, mainly driven by private consumption, which government data shows contributed about 60% to the economy, while investment and exports each accounted for about 20%. This year, investment and consumption grew by 8.3% and 4.6% from January to March, respectively.

While the currency (the rupiah) has been relatively stable lately, there are persistent rumours that this situation should not be accepted as a "given". While the macro economy is generally in good shape, there are a number of problems— infrastructure development is lagging seriously; poverty and unemployment are rising again, providing development opportunities for Australian businesses.

Will importers or exporters encounter any problems when trading with Indonesia?

As with any new foreign market, prospective market entrants need to research the business and personal cultural differences between Indonesia and Australia. Indonesia is not a homogeneous market; there are many different ethnic groups and cultures, some thousands of years old. A varied approach is needed to address these groups. Not all business people speak fluent English, especially outside Jakarta. There is a need to build personal face to face relationships over time, before serious business can be transacted. Care is needed regarding trade finance and credit, although these situations have improved considerably since the economic crisis of the later 1990s.

There is a major trend towards decentralisation of government, away from Jakarta and out to the regions, but regulation and expertise have not followed as quickly. Many opportunities exist in the regions, but all of the above factors make it more difficult to penetrate these newer markets. Dealing with the massive public service is often slow, frustrating and complex. Care is needed with personal security – the Australian Government maintains an adverse travel advisory for Indonesia, despite a much safer situation over the past several years.

How the council can help business people overcome these difficulties?

The AIBC has a number of members that have conducted business in Indonesia for many years and like any business it comes down to experience. By becoming a member of the AIBC, it will give you the opportunity to meet and network with a broad range of business people from all walks of life. These people can share their experience of doing business with Indonesia and help you learn from their mistakes. We also have a number of government organisations that we can put members in contact with to assist with doing business.

The AIBC also distributes monthly AIBC newsletters, members' surveys on matters of interest, log in area on the website which lists useful resources and website links, networking and cocktail functions, trade missions and visits to Indonesia and regional centres to meet local business people to explore new opportunities for trade and investment. We also have a sister organisation in Jakarta; the Indonesia Australia Business Council (IABC) that can assist our members.

For more information about AIBC please visit www.aibc.com.au or send Todd an email at sachair@aibc.com.au



right – left
Mr Todd Shone, Chairman
Australia Indonesia
Business Council (SA) with
Bpk Sudoryomo
Hartosudarmo Consul-
General for the Republic of
Indonesia

CITCSA

"MEET the FACES
BEHIND the FACES"

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