



# CITCSA Flash

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## Government extends CITCSA funding for three years

Minister for Industry and Trade Kevin Foley has announced that the Government will provide \$200,000 each year over the next three years to Business SA to fund the operations of the Council for International Trade and Commerce South Australia (CITCSA).

CITCSA is the umbrella group of organisations representing South Australia's ethnic Chambers of Commerce and Business Councils, which assist local firms by promoting their interests in the international markets represented by these groups.

Mr Foley says the new agreement will allow CITCSA's existing work to continue while supporting market development for South Australian products and services, through its member chambers and business councils. The 2008 - 2011 agreement comes into effect on 1 July 2008.

"This funding will allow CITCSA – through Business SA – to provide on-going support to the export initiatives of the Department of Trade and Economic Development," Mr Foley says.

"South Australia's exports grew by 8.5 per cent in the 12 months to March 2008 to \$9.9 billion, and a record total in excess of \$10 billion is expected for the 2007-08 financial year.

"We want to maintain this momentum, both for the successful expansion of South Australian business and for the benefit of the State's economy as a whole.

"To assist CITCSA members in helping South Australian businesses reach their export targets, we have established clear performance benchmarks for each year of the agreement."

Mr Foley says export growth was a key ingredient in the State's economic growth, with targets outlined in South Australia's Strategic Plan. The Plan sets a target of \$25 billion in exports annually by 2014.

CITCSA Chairman Mr Nick Begakis AM, said that CITCSA had worked hard with its member organisations over the past three years to deliver great outcomes for South Australia, and the CITCSA Board has recently approved its Business Plan for 2008 – 2011 which has been received by the Minister. He said that CITCSA looks forward to continuing its partnership with DTED and Business SA over the next three years.

## How to organise successful trade missions workshop

CITCSA has organised a Trade Missions workshop on Tuesday July 22<sup>nd</sup> from 5.30 – 7pm in Room 1C on ground floor at Enterprise House. Presenters will be Mr Teo Spiniello, Secretary- General of the Italian Chamber of Commerce in Adelaide, and Mr Ian Mathison, trade missions coordinator with the Hong Kong Australia Business Association SA.

Teo Spiniello has organised many successful trade missions to Italy, and is one of the organisers of the upcoming mission to Italy in September 2008. The mission will be centred around the "Fiera Del Levante 2008" general trade expo in Bari, Puglia in Italy from September 13 – 21 2008, and market awareness missions into Emilia-Romagna September 17 -19 and Toscana September 22 – 24. Last years mission to the "Fiera Del Levante" trade expo when South Australia was the featured region was very successful. Over a million people visit this 8 day expo.

Ian Mathison has organised successful delegations to the annual Hong Kong Forum in October each year as well as missions around the HOFEX food expo, and upcoming Hong Kong wine fair in August this year.

A representative from the Office of Trade at DTED will also attend to provide information about the support available from DTED in organising trade missions including the Market Access Program (MAP)

The cost of attending this workshop which includes a light supper and a glass of Barossa wine is \$20. Bookings with Angie Lewis at CITCSA on ph 83000110 or email [angie.lewis@citcsa.org.au](mailto:angie.lewis@citcsa.org.au)

## SA Business Ambassadors Network update

Ms Hillary Hurrell has left her position as Director of SABAN to go to Melbourne. Hillary has done a fantastic job in restoring and growing the SABAN network over the past three years. Many members of CITCSA organisation have been appointed SABAN Ambassadors.

CITCSA has worked closely with Hillary over the past three years, and she has been a judge in the CITCSA Awards. We will miss her professional advice, energy and enthusiasm, and wish her the best in her future endeavours. SABAN will be managed by SA Great from July 2008.



right – left  
Hon Kevin Foley with  
David Powell, President of  
Australia-China Business  
Council and Robyn  
Houghton, Chief Executive  
AMCHAM at a CITCSA  
reception hosted by the  
Minister in Parliament  
House.



Right to left  
Ray Najar with Hon  
Alexander Downer MP

## South Australian to head Australia Arab Chamber of Commerce and Industry

Mr Ray Najar from South Australia is the new National Chairman of the Australian Arab Chamber of Commerce and Industry. A new AACCI Constitution was adopted at the AACCI General Meeting that was held in Canberra on 18 June 2008. Ray Najar has been a Board member of CITCSA and was the International Business Ambassador of the Year at the 2005 CITCSA Awards. Congratulations Ray.

## 2008 Business SA Export Awards

Applications are now open for the 2008 Export Awards. The awards are open to all South Australian export businesses – large and small – across 13 categories, ranging from agriculture, mining and minerals, tourism, through to arts and entertainment, education & training, and manufacturing.

Considerable status is attached to being a finalist or winner of the awards with State winners automatically qualifying as finalists for the 2008 Australian Export Awards. The awards have assisted many organisations to improve their business processes and future planning, and have helped open doors for both emerging and established exporters.

The local awards are presented at the prestigious Business SA Annual Dinner, which this year will be held on 24 October, in front of the State's business leaders and politicians.

Applications for the 2008 Business SA Export Awards are now available online at [www.business-sa.com](http://www.business-sa.com) with an entry deadline of September 1<sup>st</sup> 2008

## Changes to Temporary Work Visa 457 Processing and Minimum Salary Levels

The Minister for Immigration and Citizenship, Senator Chris Evans, recently announced measures to improve the responsiveness of Australia's temporary skilled migration program. A key measure to the department's better way of working will be the establishment in Sydney, Melbourne and Perth of specialised hubs or 'centres of excellence' within the Department of Immigration and Citizenship to facilitate and process Temporary Business (Long Stay) (subclass 457) visa applications from July 2008. Click here for the full media release <http://www.minister.immi.gov.au/media/media-releases/2008/ce08044.htm>

From 1 July 2008, all applications from South Australian employers seeking entrants under the Temporary Business (Long Stay) (subclass 457) will be processed in Melbourne. Employers are encouraged to lodge applications electronically to obtain the fastest processing time.

The Minister for Immigration and Citizenship, Senator Chris Evans, also recently announced that the Minimum Salary Levels (MSLs) for temporary skilled overseas workers will increase by 3.8% from 1 August 2008.

The change will increase the current standard MSL from \$41,850 to \$43,440 per annum. To read the media release, please click here <http://www.minister.immi.gov.au/media/media-releases/2008/ce08050.htm>

South Australian employers will continue to be able to access information about any migration issue, including the 457 visa, through the Department of Immigration and Citizenship's Industry Outreach Officer to Business SA, Mr John Haren, phone 0434 076 437.

## 7C Communications wins National Design Award

7C Communications subsidiary, Dreamtime Public Relations, won the major design award for best logo design at the National Drug & Alcohol Awards in Melbourne last Friday night at a gala ceremony held at the Plaza Ballroom attended by more than 500 dignitaries from around Australia. 7C is a sponsor of CITCSA.

The design by Dreamtime's Toby Dodd was judged the best from a field of 140 international entrants and over 200 logos. 7C Managing Director, Janet Craig, said she is ecstatic with the win. "Dreamtime was established 5 years ago to produce quality culturally appropriate visual communications and to provide professional development opportunities to Indigenous people. This award is proof that we are fulfilling our objectives."

Following enquiry from non-Indigenous organisations, the company name was changed to 7C Communications Group 3 years ago. Dreamtime Public Relations remained a leading brand and WebeZ, a website development brand, was also introduced.

Toby, of Ngarrindjeri/Narungga/Kaurna descent, has been with 7C since he left school at 17 years of age. He has since been given the opportunity to gain various qualifications and experience in graphic design, pre-press, multi-media and website development. Winning a national award at the age of 22 is testament to Toby's dedication and the company's professional development program.

For further information see [www.7c.com.au](http://www.7c.com.au), email [janet@7c.com.au](mailto:janet@7c.com.au) or call 8223 2576.

## MEET THE FACES BEHIND THE PLACES:

### *Australia Asia Chamber of Commerce and Industry*



Irena Zhang with His Excellency Rear Admiral Kevin Scarce, Governor of South Australia and Patron of CITCSA

Ms Irena Zhang, President of the Australian Asia Chamber of Commerce and Industry spoke to Sarah Newman, Marketing Officer at CITCSA on why Asia is offering big trade opportunities for SA businesses:

#### **1. What opportunities currently exist in Asia for SA businesses?**

Outside the "usual suspects" natural resources, agri-business, wine, education and tourism – there are openings for the arts, entertainment, opal, event management, sports, children's publishing, wine appreciation and wine / hospitality training programs (not just the sale of boutique and bulk wines), seafood, organic produce and music.

There is on going opportunities to develop and nurture for example: the Chinese entertainment, live music and arts scene. On a recent visit to Beijing it was very obvious the influx of Australian comedians, musicians and artists were becoming part of the social and artistic landscape.

To seize these opportunities South Australian companies need to be proactive and to begin to exploit existing South Australian and Australian networks and resources in Asia.

#### **2. What market factors are relevant? I.e. increasing consumer spending power, political factors, technology, infrastructure etc.**

The most important market factor is "demand"; South Australian companies must study the dynamic trends that are taking place in Asia. It is easier to export and sell a product and service when the target market has a rich desire for that product or service.

South Australian companies must do an honest appraisal and appreciation and then assess whether their product or service is really a "world beater" and will be attractive to the Asian markets.

#### **3. What problems might a business face when trading with Asia?**

International business leaders need an increasing understanding of day to day life in the countries they visit. Difficulties can arise with basic local etiquette, common business tactics and their historical links.

Generally speaking, doing business in Asia cannot be effective without strong interpersonal relationships that will require time and effort to create. There are big profits to be made but those not willing to work on the personal aspects will find doing business in Asia difficult.

To increase the chance of success South Australian companies must sent top level management to forge trust with their Asian counterparts of the same status and position.

#### **4. How can the Asian Chamber help businesses overcome these problems?**

Those seeking to do business in Asia should concentrate first on mutual connections that already exist and can be further advanced. For example, an introduction by the AACCI to a prospective business partner via a mutual colleague or acquaintance will pay dividends in trying to build a lasting mutually beneficial relationship.

The AACCI can provide business intelligence, business development services, and trade mission and event management and most importantly is able act as an entry point / conduit for South Australian and other interest groups looking for long term business opportunities in Asia.

For more information about AACCI please visit [www.aacci.org.au](http://www.aacci.org.au) or send Irena an email at [irenazhang@gmail.com](mailto:irenazhang@gmail.com)

CITCSA

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BEHIND the FACES"

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