



CITCSA Flash

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

Editor Barry Salter

Ph: 61 8 8300 0110

E-mail: trade@citcsa.org.au

Web: www.citcsa.org.au

Trade Forum on the Europe / Middle East / Africa region

Mr Ian Wing, Austrade's Regional Director for the Europe/Middle East/Africa (EMEA) region will present at a trade business forum to CITCSA members on Monday August 3rd from 5 - 6pm at Enterprise House, 136 Greenhill Road, Unley.

In this forum you will gain an insight into the numerous countries in the EMEA region, market briefs, and how Austrade is working with Australian companies in this area.

Mr Wing is based in Frankfurt and is responsible for the operations of the Australian Trade Commission (Austrade) in Europe, Middle East and Africa. Prior to being appointed to this position in January 2008 he was Regional Director, Americas for a period of four and a half years.

Mr Wing is originally from Adelaide and has an Honour degree in Economics from the University of Adelaide.

Book now with Angie Lewis at CITCSA ph 8300 0110 or email angie.lewis@citcsa.org.au before Friday July 31st 2009.



r-l Ian Wing, Austrade, with
Barry Salter from CITCSA
in March 2008



Hong Kong Australia Business Awards Dinner – Showcasing South Australian leaders in business, politics and sport

The 2009 Hong Kong Australia Business Awards will be presented at a dinner to be held on Friday August 7th at the National Wine Centre, 7pm for 7.30pm.

This years' event is themed "Showcasing South Australia's leaders in business, politics and sport". Celebrate the achievements of South Australian businesses trading with Hong Kong SAR and China.

Ms Kelly Nestor from Channel 9 News will interview panel members Senator the Hon Penny Wong, Minister for Climate Change and Water; Mr Peter Hanlon, Westpac Group Executive, Retail and Business Banking; and Mr Mark Bickley, media and sports personality and Assistant Coach, Adelaide Crows.

Ms Lorna Wong, Director of Hong Kong Economic and Trade Office, Sydney, will deliver an update on business opportunities in Hong Kong.

Enjoy a South Australian three course dinner and premium wine from Condo Estate, Ross Estate and Farmers Leap. The evening will also feature the inaugural HKABA-SA /TAFE SA Fashion Show – season 2010 featuring exciting local design talent.

Net proceeds from the evening will benefit Parkinson's SA

Tickets: \$135 HKABA members, \$150 non members. Tables of ten \$1250 members and \$1400 non members

Book now with Angie Lewis at CITCSA ph 8300 0110 or email angie.lewis@citcsa.org.au before Friday July 31st 2009.

2009 Merdeka Awards

The Australia Malaysia Business Council will hold their annual Merdeka Awards dinner on Saturday August 22nd at 7 for 7.30pm at the Adelaide Convention Centre. Entertainment by E Type Jazz. More information and bookings to Kathy.crockett9@bigpond.com or ph 8223 1612.



Peter Hanlon, Group
Executive, Retail and
Business Banking,
Westpac



Mark Bickley, Assistant
Coach, Adelaide Crows

2009 CITCSA Awards Dinner

The CITCSA Awards Dinner on **Friday September 4th 2009, 7pm** at the Holiday Inn Adelaide promises a night of first class multicultural entertainment with world music, dance, a four course dinner and premium wines from the Barossa.

The **Hon Kevin Foley MP, Deputy Premier and Minister for Industry and Trade** will be our Special Guest Presenter.

Tasso Bouyessis & Annamaria Beni, Adelaide's favourite classical and contemporary singing duo, and the Volya Ukrainian Dancers will perform.

The CITCSA Awards celebrates the achievements of South Australia's international chambers of commerce and business councils and the individuals who drive them. Awards will be offered for International Chamber of the Year, International Ambassador of the Year, Small or Emerging Chamber of the Year, Food and Wine award and Outstanding Long Term Contribution Award.

Net proceeds from this years' event will benefit "Child Rescue", a World Vision project.

Book now for the dinner by calling Angie Lewis 8300 0110 or email angie.lewis@citcsa.org.au



Mr Annamaria Beni and Tasso Bouyessis

Wine mission to Northeast China in September

Business SA is organising a wine mission to northeast China (traditionally called 'Three Northeast Provinces'). From September 17 – 24th. Delegates will visit Harbin (capital of Heilongjiang province), Shenyang (capital of Liaoning province) and Dalian (the pearl harbour of northern China).

Northeast China has a total population of about 107,400,000 people, accounting for 8% of China's total population. The region's wine market is not in an extremely competitive phase. Chinese brands control 90 per cent of the market, with European and South American wines marking the rest. Australian wines are relatively new to the market, and only limited Australian wine brands have been introduced to the market in recent years. Due to the rapidly growing wealthy class and the perceived health benefit of wines, wine consumption has an annual growth of 20 per cent.

The purpose of this mission is to provide delegates with an insight into markets through site visits, meetings with local government and major importers, distributors/wholesalers and retailers in the region. Product presentation networking events also included.

The mission is organised by Business SA with support from the State Government of South Australia and relevant local Chinese government agencies.

Contact Laura Jia, at Business SA on 8300 0013 or email lauraj@business-sa.com for more information including costs and deadlines.

Trade Mission to India

The Australia India Business Council SA Chapter and Business SA are organising a trade mission to India in October/or early November. The mission will be lead by Mr Brian Hayes QC, National President of the Australia India Business Council and the Premier's Special Envoy to India.

India has a large and diverse economy that presents enormous opportunities for South Australian companies. Forecasts indicate that India will perform well in 2009/2010 with 6-8% growth anticipated.

Please contact Marissa Fawcett at Business SA on 8300 0087 or email marissaf@business-sa.com if you would like to express your interest in participating.

10th World Chinese Entrepreneurs Convention in Manila, Philippines

The 10th World Chinese Entrepreneurs Convention will be held at the SMX Convention Centre in Manila in the Philippines from November 19-22 2009. World Prosperity through entrepreneurship whose collective task goes beyond nation building as we try to shape our region and the rest of the world.

Visit for more information call Mr Kok Wah See, 0418 830 968 at Chinese Chamber of Commerce SA or email office@chinesechamber.com.au



Russians Meet in Canberra



Left to right: His Excellency Mr A. Blokhin, Russian Ambassador to Australia; Mr Walter Lebedew, OAM, President of Russian Chamber of Commerce & Industry SA; Mr Igor Savitsky, President of the ARBC; Mr S. Balan, Trade Representative of the Russian Federation

Walter Lebedew, OAM, President of the Russian Australian Chamber of Commerce and Industry SA, recently attended a Special Committee Meeting of the Australian-Russian Business Council (ARBC) in Canberra.

One of the matters discussed at the meeting was the Council's position in relation to bilateral Government support in trade between the two countries. In October 2008 Australian and Russian Ministers met in the Joint Trade and Economic Cooperation (JTEC) meeting. At the meeting, desire was expressed to cooperate in the areas of agriculture, mining and education.

It was considered that the ARBC now had an opportunity to promote working groups, particularly in agriculture and use its expertise to encourage both Governments to build working relations. This would facilitate progress for ARBC members who wish to enter the Russian trade sphere or develop already existing relationships.

Both in his formal address and in the following general discussion, the Ambassador and other dignitaries expressed strong support for the JTEC working group relationships and promised full cooperation in expanding trade between our two countries.

The meeting provided a direct challenge to ARBC members to utilise the expertise and inter governmental connections of the Council for the expansion or initiation of their trade initiatives.

For any further information, please contact Walter Lebedew, ph 8260 6127.

2009 Business SA Export Awards

Business SA is calling on SA export businesses to apply for the 2009 Export Awards.

The annual Business SA Export Awards is devoted exclusively to recognising exporting excellence. All SA export businesses can apply across 12 categories, ranging from agribusiness and minerals and energy, to education, manufacturing, information and communication technology and more.

State award winners automatically qualify as finalists in the 2009 Australian Export Awards hosted by Austrade and the Australian Chamber of Commerce and Industry.

Applications must be lodged by close of business Wednesday 12 August. Award winners will be announced at a special awards lunch in Adelaide on 21 October 2009.

MEET THE FACES BEHIND THE PLACES:

Australia New Zealand Business Council : President Alistair McFarlane



r-l Alistair McFarlane, President of Australia New Zealand Business Council with Hon Kevin Foley MP, Deputy Premier and Minister for Industry and Trade at Parliament House.

CITCSA's Marketing Officer, Sarah Newman, interviewed Alistair McFarlane, President of Australia New Zealand Business Council, about his recent meeting with New Zealand's High Commissioner, His Excellency John Larkindale and New Zealand's Trade Commissioner Mr Tim Green, to discuss bilateral trade between Australia and New Zealand.

Alistair's observations:

There is recognition in New Zealand of the opportunities available in Australia in the defence and mining industries. There is also a desire, in New Zealand companies, to create joint venture arrangements with Australian firms and leverage combined knowledge and resources for international ventures.

South Australia is considered a desirable first port of call for smaller and newer New Zealand companies ready to trading internationally, due to ready access and the availability of support.

They talked about the recent improvements made in the single economic market agreements— both the Australian and New Zealand governments and the new prime ministers of each have recognised the advantages of accelerating the integration of business structures between both countries, to jointly take advantage of opportunities in China and beyond. This builds on the 26 year history of association; the A-NZ Closer Economic Relations agreement was established in 1983. That agreement is recognised worldwide as the most comprehensive free trade agreement between two independent countries. It has fostered a 9% average growth in bilateral trade between A-NZ since its inception.

For larger companies, these agreements mean getting on a plane and flying to NZ and not necessarily having to worry about visas, double taxation, accounting and legal issues. The two countries' systems are becoming more streamlined and integrated, reducing the cost of doing business and opening up new growth markets.

Its commonplace now for ASX listed companies to have joint listings in both Australia and – New Zealand. This indicates that an integrated economic market is developing. The next phase is two-fold; the first step is to create networks between innovative new technology and service providers on either side of the Tasman, to increase market access between the two countries. The second is to facilitate joint ventures between larger companies, which can pool resources and skills in order to meet opportunities in broader international markets.

The strategy will take advantage of the recently signed A-NZ ASEAN free trade agreement, which will provide access to a market of 600 million people in countries with a combined GDP of \$3.2 trillion. As a block, this trade exceeds Australia's current trade with China, Japan and the USA. Implementing the agreement will be a complex task, but will open many doors to trade. The world is becoming smaller, opportunities greater.

Businesses would be well advised to consider the markets this type of agreement opens for them. While Australia is still attempting to sign a free trade agreement with China, NZ has become the first western country to sign a free trade agreement with them. Australian companies in a trans-Tasman joint venture arrangement could access China through NZ. In a similar vein, NZ companies might consider joint venture arrangements to gain greater access to the US market, through the Australia-United States Free Trade Agreement.

The High Commissioner strongly encouraged the growth of the Australia New Zealand Business Council, as he believes SA is underrepresented in trade opportunities with NZ. He welcomed the opportunity to meet regularly with business leaders in SA, through the chamber, to learn more about opportunities for trade and how to reduce barriers to trade.

For example, Optimatics, a local company that has developed world class water technology, was recently introduced via the High Commissioner to the NZ Minister for Trade at a recent meeting here in Adelaide. Consequently Optimatics has been able to gain direct access to the Minister for one-on-one meetings, resulting in better understanding of the market and the opportunities available to grow their business.

The High Commissioner also saw the local Rugby Sevens event as a great opportunity to grow tourism in SA, utilising recently introduced Air New Zealand direct flights into SA. As an indication of the event's popularity, no fewer than 72,000 rugby mad New Zealanders were turned away from a similar event last year in Wellington. The High Commissioner also congratulated the ANZBC on jointly organising this year's Cleantech Business Symposium, held the same day as the Rugby Sevens.



CITCSA

"MEET the FACES behind the PLACES"

CITCSA Office
136 Greenhill Road
UNLEY SA 5061
Ph: +61 8 8300 0110
Fax: +61 8 8300 0120
www.citcsa.org.au

The High Commissioner discussed the relaxation in tax constraints between A-NZ that occurred on the 29th of June this year. Based on a new treaty, the relaxation is expected to reduce the cost of doing business between Australia and New Zealand. A number of taxes have been reduced to avoid 'double taxation', where an asset or business is taxed in the country in which it is located, and then the income on that asset or enterprise is taxed when transferred to the country in which it's legal owner resides. Managed investment trusts will be entitled to benefits with respect to income derived from sources in NZ, and income from real property will be taxed on a net basis in the country in which the property is situated, rather than double-taxed in both countries. The Tax Act is extensive, and I don't mean to describe it exhaustively but this gives an idea of the changes that have been made.

Superannuation agreements have also become portable as of June this year. Private super funds can now be transferred between A-NZ when an employee relocates for work across the Tasman. Previously employees had to open a new superannuation fund when changing countries.

Capital raising has also become more streamlined, as prospectuses developed to comply with regulations in one country will be recognised as compliant for both. The New Zealand government also does not collect capital gains tax, land tax or stamp duty, which can make investing in NZ attractive for Australians.

New Zealand is waiting for the 'ewe-turn' (Sorry- Alistair's words, not mine!) for the global financial crisis to abate so it can take advantages of new trade. After cars, the biggest trade between SA and NZ is in wine, particularly cabernet shiraz. The largest export from NZ to SA is wine as well - sauvignon blanc – the two nations have a common interest in good food, wine and hospitality which we hope to build further.

You might say the focus of the Aust NZ Business Council is to improve contact in areas least communicated e.g. research and development and start up company commercialisation- in which case we are interested in helping companies with smart technology and smart people growing into globalised markets, including biotech, IT, medical devices and food. We can provide contacts and trade opportunities for small businesses that lack a dedicated trade department. We see our role with respect to large companies as mainly promoting their success, but when it comes to hands on work we tend to focus on smaller companies, working with them to create greater market access for them, and helping them to gain greater traction within markets.

The \$30m trans-Tasman fund links the University of Auckland to the three South Australian Universities, to commercialise high value new start technologies. And we are also keen to support the ANZA technology network gateway which promotes new NZ and Australian IT companies with entry into Silicon Valley- we have been invited by Simon Crean to join the Australia-NZ leadership forum which will include both prime ministers. The forum has been designed to promote joint linkages between both countries and their businesses to take advantage of globalised markets.

One of the more subtle reasons trans-Tasman trade works so well is the social and cultural ties we share, for example the Welsh ship *Coromandel* brought Cornish miners to both SA and then Auckland, which is why there is a Coromandel Valley in SA as well as the Coromandel ranges south of Auckland.

Contact Alistair McFarlane, President of Australia New Zealand Business Council SA for more information ph 0438 373 301



BUSINESS SA



Government of South Australia

Department of Trade and Economic Development

CITCSA thanks our Sponsors

WINEBAROSSA



Government of South Australia
Multicultural SA

webeZ™



Government of South Australia
Primary Industries and Resources SA