



# CITCSA Flash

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## CITCSA member organisations at Parliament House



Mr Steve Marafiote (CITCSA Board); Hon Kevin Foley; Mr Peter Wadewicz (President, Thailand SA Business Council) & Ms Minerva Nasser-Eddine (President, Australia Arab Chamber of Commerce and Industry) at Parliament House.

The Hon Kevin Foley, Deputy Premier, Treasurer and Minister for Industry and Trade, hosted Presidents of CITCSA member organisation in the Speakers Dining Room at Parliament House on November 21<sup>st</sup>.

Minister Foley welcomed representatives of CITCSA member organisations to Parliament House and acknowledged their contribution to the State's economy in facilitating international trade for South Australia.

Mr Nicholas Begakis AM, Chairman of CITCSA thanked the Minister for his ongoing support of CITCSA and his hospitality. He said that since 1999, CITCSA chambers had supported 70 trade missions and participating businesses had contributed over \$200 million to the state economy.

## New Chair of Japan Australia Business Council



Mr Paul Smith, new Chair of Australia Japan Business Council in SA

Mr Paul Smith has been elected as the new Chair of the Japan Australia Business Council at their AGM on November 24th. Paul has long had connections with Japan having completed postgraduate studies in Engineering at Kyoto University and living and working in Japan over a period of 7 years. Paul brings to the JABC his experience working on the committees of the Japan Australia Society of Osaka (JASO) and the Japan Australia Friendship Association (JAFA) based in Adelaide.

Paul will be ably supported in his new role by Laura Brooke-Smith elected to the role of Deputy Chair, Daniel Kelley as Secretary, Ben Sparrow who will continue in his role as Treasurer and a dedicated group of Council members from private and government sectors.

The AGM provided members with an opportunity to reflect on the Council's first year of operation since its re-establishment and to thank the committee, led by Dr Helen Paige as Chair, for their hard work in building the Council and developing a strong membership base. Highlights for the year include participation in International Business Week 2007, hosting a seminar on Japanese Management Style, organising a joint Sapporo Breweries – ABB Grain – JABC event with the Minister for Agriculture, Food and Fisheries Rory McEwen and receiving the award for Small or Emerging Chamber 2007 presented at the CITCSA Annual Gala Awards Dinner in September.

For information regarding JABC events and becoming a member visit the [JABC website](http://www.jabc.com.au) or contact Paul Smith on +61 8 8271 7053 or at [info@jabc.com.au](mailto:info@jabc.com.au).

## Australia New Zealand Business Council SA Joins CITCSA



Hon Kevin Foley, Deputy Premier with Mr Alistair McFarlane, President Australia New Zealand Business Council SA

The Australia New Zealand Business Council in SA has been accepted as a full member of CITCSA. President Alistair McFarlane said that it has been a busy year for the ANZBC following the launch at the Rugby Sevens event, and organising lunches with Peter Keeley from GMH NZ and recently with Rt Hon Mike Moore, receptions for members with the New Zealand High Commissioner to Australia, and hosting an inbound mission from New Zealand of NZ winemakers. He thanked their inaugural sponsors in Air New Zealand and Skycity.

Alistair looked forward to the year ahead in fulfilling the aims of the business council in facilitating business and trade between SA and New Zealand, and working with the other members of CITCSA.

## New Honorary Consul for Russian Federation in Adelaide

A prominent South Australian business woman, Ms Larissa Vakulina has been recently appointed to the newly established position of Honorary Consul of the Russian Federation in Adelaide.

Larissa came to our city as an immigrant from Russia in 1994 and within a few years mastered the English language and started a business venture which she quickly expanded into the highly successful multi-million dollar "Expo-Trade Pty Ltd" based in Port Adelaide and exporting a variety of South Australian products to Russia, from meat and sheepskins to live stock for breeding purposes.

As the Honorary Consul, Larissa established the infrastructure for the Russian Parliamentary elections on Sunday, 2 December which were conducted in Adelaide for the first time. After close of voting, the Russian consular officers from Sydney and Canberra were joined by invited guests including the Minister for Multicultural Affairs, the Hon. Michael Atkinson and the Lieutenant-Governor of South Australia Hieu Van Le for a Russian style dinner reception at the Russian Community Centre, Norwood.

## Australia Ambassador made an honorary member of Spanish Chamber



Mr Noel Campbell, Australian Ambassador to Spain with Mr Joaquin Artacho, President of Spanish Chamber of Commerce in South Australia.

Mr Noel Campbell, Australia's Ambassador to Spain, made an excellent presentation to exporters and members of the Spanish Australia Chamber of Commerce at the Department of Foreign Affairs office in Adelaide on December 6<sup>th</sup>. He gave a brief history of Spain, and provided an update on the trading figures between Australia and Spain. He said that the new ship building contract awarded to Spanish firm Navantia for the air warfare destroyers to be built in Adelaide now provides a focal point for business between South Australia and Spain.

Mr Campbell was presented with a certificate as an honorary member of the Spanish Chamber of Commerce in South Australia during his visit.

The Spanish Chamber of Commerce in SA facilitates trade between South Australia and Spain.

For information about membership of the Spanish Chamber, contact Mr Manuel Sanchez ph 83703373, or email [masa5@tpg.com.au](mailto:masa5@tpg.com.au)

## National Export Award Winners in SA

CITCSA congratulates South Australian companies "**Flight Training Adelaide Pty Ltd**", on winning the "Tradestart Education Award, and "**Imagination Entertainment**" on winning the Austrade –Arts , Entertainment and Design Award in the 2007 National Export Awards. The National Export Awards were presented in Brisbane on November 22<sup>nd</sup>.

A full list of winners is on [www.austrade.gov.au](http://www.austrade.gov.au)

## Premiers SA Food Awards

Winner of the Premier's Food Awards for 2007 announced in November are as follows:

KPMG Young Leader – **Mr Stephan Knoll**, Barossa Fine Foods

Peats Soil and Garden Supplies Environmental Sustainability - **The Food Forrest**

NAB Export Award - **Clean Seas Tuna**

Food Adelaide Finished Food (small) award - **Buzz Honey** (Small category)

(medium) award - **Woodside Cheese Wrights**

(large) award - **Ferguson Australia**

SARDI Innovation award - **Kinkawooka Shellfish**

San Remo Pasta New Product Award - **Kinkawooka Shellfish**

Rural Solutions SA Services to Industry Award- **Jigsaw Media "Sumptuous" magazine**

F & B Development Fund SA Workplace Development Award - **AgriExchange**

SA Food Industry Hall of Fame inductee - **Bickford's Australia**

## New Director of Economic and Trade Development for Hong Kong in Australia

Ms Lorna Wong is the new Director for the Hong Kong Economic and Trade Development's office in Sydney. She has replaced long serving Director Mrs Jenny Wallis. Mrs Wong was in Adelaide for a three day visit hosted by the National President of HKABA, Mr Victor Moo, and Acting State President Mr Patrick Ho. They paid a visit to CITCSA at Enterprise House in December where they met with CITCSA Chairman Nick Begakis AM and Barry Salter, Executive Manager.



L-R Mr Patrick Ho, HKABA; Mr Barry Salter, CITCSA; Ms Lorna Wong, Director of Trade and Economic Development, and Mr Nick Begakis AM, Chairman of CITCSA

## MEET THE FACES BEHIND THE PLACES:

### ***Africom – The African Chamber of Commerce SA***

Mr Francis Elekwachi., President of the African Chamber of Commerce SA, spoke to Sarah Newman from CITCSA on the current business climate in Africa.

#### **What products and services are currently being successfully exported to Africa?**

Agricultural products are in demand, and live animal exports to North Africa particularly are growing. While there is a huge demand for a variety of foreign-made products, mostly lower-priced and food items, the big opportunities lie in local processing. Africa's processing capabilities are underdeveloped, and there is a limitless consumer market for such products as noodles and canned goods. This demand is currently being satisfied by Asian imports, which number in the billions of dollars.

Accordingly, African governments are very keen to provide assistance to foreign investors who add expertise and experience to local value chains. Low labour costs, easily accessible local raw materials, and little competition make local value-adding and food preservation a promising industry for businesses of all sizes. There is palpable market demand, compounded by large population sizes. Nigeria, for example, is home to 160 million people. The African Chamber of Commerce can help businesses enter the market by setting up contacts with government and industry, and assess the fit between Australian companies and African market opportunities.

#### **Is it safe to trade with Africa in terms of political and economic stability?**

The level of stability varies between countries. Some are experiencing internal strife such as the Republic of Congo, Somalia and Sudan. However most of Africa has been relatively stable in the past five years, and most of them have been enjoying economic growth of five to seven percent. Political stability has been improving dramatically in recent years, and today governments tend to take active steps to protect foreign investments. Most countries offer incentives to assist foreign investors, including relaxed regulations for repatriation of profits, reduction of local ownership required from 51% to 0% in some industries, and a tax free period of up to ten years. It is not unusual for governments to provide easy access to land as well as living incentives for investors, and governments are often willing to partner many investments, or to develop infrastructure in areas where investment is to take place.

#### **What cultural differences really stand out?**

Knowing the correct protocol is an important part of doing business in Africa, and knowledge of this can give a business person an edge over their competitors. For example in Australia we would address an acquaintance by their name, whereas in Africa you would address them by their title, 'Chief Executive'. Also, a lot of patience is required in Africa to get things through. After a long wait for feedback most westerners start to think the other party is not interested and may give up, only later receiving notice that their proposal has been accepted! The wheels of business grind slowly, but there are ways to prepare for this, with which the African Council can help. Furthermore, business in Africa relies heavily on personal contacts, and most companies will need to be introduced by a mutual acquaintance in order to make any progress at all. Contacts are extremely valuable, and fortunately the African Chamber has a multitude of contacts throughout the continent.

#### **How can the African chamber assist exporters?**

The Chamber can provide key tools such as business contacts, local market and cultural knowledge and assistance with regulatory requirements. For example, food exporters will usually need to be inspected to ensure compliance with local requirements, and the African Chamber can help a business prepare for this process. If a business needs assistance with specific information or services, they should contact the Chamber so we can help provide that information or connect them to that person. A useful service that is close to being launched is an internet based business portal, which would be used to provide access and information to South Australian businesses with products that are wanted in African countries, and vice versa.

For more information, Contact Francis at: [franciselekwachi@africomsa.com](mailto:franciselekwachi@africomsa.com)



Mr Francis Elekwachi,  
President of African  
Chamber of Commerce SA  
and CITCSA Board member

CITCSA

*"MEET the FACES  
BEHIND the FACES"*

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