



# CITCSA Flash

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

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## CITCSA VIP visit to Royal Adelaide Show



The Royal Adelaide Show hosted a VIP tour of the Adelaide Showgrounds for CITCSA member organisations and their international guests on the opening day Royal Adelaide Show on Friday September 5<sup>th</sup> 2008. Mr Charles Downer, President of the Royal Adelaide Show, welcomed guests and provided information about the new \$38 million redevelopment of the Goyder Pavilion and other changes.

Mr Nick Begakis AM, Chairman of CITCSA, thanked the President and members of the Royal Show Committee and Mr John Rothwell, Adelaide Showground Chief Executive, for their hospitality and hosting the visit on such a busy day. He said that CITCSA looks forward to encouraging more international visitors to attend the Royal Show and other events in future years. Our guests said that they were very impressed with the new showgrounds, and were particularly interested in the Taste SA food and wine displays in purchasing goods. They enjoyed their visit to the Dairy Pavilion and the Dairy Cattle Pavilion where they participated in milking a cow.



CITCSA members who milked a cow at the Royal Show : Mrs Kerry Lewis, Korean Chamber of Commerce.; Mr Victor Moo, Hong Kong Australia Business Association; Mr Kok Wah See, Chinese Chamber of Commerce and Mr Norman Sheun, HKABA.

## Mission to Hong Kong Forum October 2008

The 9<sup>th</sup> Hong Kong Forum will be held in Hong Kong from October 30 -31<sup>st</sup> 2008 which will be preceded by a business mission to Fujian province in southeast China from 27 -29<sup>th</sup> October. The Lord Mayor the Right Honourable Michael Harbison will this year lead South Australia's delegation of over 30 business people to the event.

The Hong Forum is the international networking event of all the Hong Business Associations from around the world which attracts over 500 people. Highlights of this years' HK Forum will include the Star Leaders panel discussion, Outstanding Business Panel discussion, thematic workshop on retail and distribution, the 6 minute business dating session, a briefing with the Australian Consul General in HK and visits to the Eco Expo Asia fair.

More information about the Forum is available from

[www.hkfederation.org.hk/forum/forum2008](http://www.hkfederation.org.hk/forum/forum2008) or contact Ian Mathison in Adelaide ph 0411519757 or email [hkabasa@hkabasa.asn.au](mailto:hkabasa@hkabasa.asn.au) about packages to attend from SA.

## Thai Festival – Wild Thailand @ Adelaide Zoo

Congratulations to the Thailand South Australia Business Council SA on holding its first Wild Thailand Festival on Sunday September 14<sup>th</sup>. It was a great day with cultural performances, fashion parades, Thai kick boxing demonstrations and food stalls. The support and participation of His Excellency Mr Bandit Sotipalit, Ambassador of Thailand to Australia was crucial to the success of the event which promoted and strengthened cultural and business ties between Thailand and South Australia. The Ambassador performed music on the day and his wife demonstrated her culinary skills.

## China Business Mission in October 2008

Ms Irena Zhang, President of the Australian Asian Chamber of Commerce and Industry (AACCI) and the Hon. Chris Schacht, Chairman of The Australia China Development Company (TACDC) will lead a delegation of South Australian entrepreneurs and companies on a business mission to China from October 5<sup>th</sup> – 14<sup>th</sup> 2008.

The goal of the mission is to promote greater economic, political and cultural ties between South Australia, Shandong and Zhejiang Province. A successful mission will promote South Australian products and services and educate potential investors about locating businesses in our State. Trade mission delegates who are currently not doing business in the Chinese market will meet important contacts within Beijing, Jinan, Hangzhou and Qingdao's public and private sectors.

Those companies currently doing business in China will be able to broaden their knowledge, market research, networks and expand their circle of contacts. TACDC and the AACCI will provide a customized program to match the requirements of each delegate., coordinate business matching and individual scheduled meetings with potential partners, distributors, government and industry representatives from the creative industries, film, animation mining, ICT, wine, arts and sustainable technologies.

For further information, contact Conan Fahey +61 (0) 421 933 514 or email [conan@bigbutton.com.au](mailto:conan@bigbutton.com.au)

## Food Mission to Dubai in February 2009

The Australian Arab Chamber of Commerce and Industry (SA) in association with CITCSA invites food producers, suppliers and food service providers to participate in a food trade mission to Dubai in February 21 – 23<sup>rd</sup> 2009 in conjunction with Gulfoods February 23 – 26<sup>th</sup> 2009. The mission will introduce participants to the food and food service market in Dubai in the Middle East with industry visits to hotels, restaurants, supermarkets, retail outlets and the sea and air ports.

The mission leader is Mr Steve Marafiotte, Managing Director of Australian Quality Plus and an AACCI member, who will provide insights into how he has developed a successful business with major clients in the Middle East. Steve established his own business in 2004 as an Adelaide based perishable food specialist company catering to some of the most discerning foodservice customers in the world including the Royal Palace of Dubai, Emirates Airline, The Burj Al Arab 7 Star hotel, and other 5 star hotels in the region. His company assists hotels with food costing, menu development, and product demonstration and promotion.

The cost of participating in the mission is \$660 plus an airfare/accommodation package. For more information and to register your interest in participating in the mission, contact Barry Salter, Executive Manager at CITCSA on ph 83000110 or email [barry.salter@citcsa.org.au](mailto:barry.salter@citcsa.org.au)

## Whats On Adelaide Web Portal launch

A new bilingual website [www.whatsonadelaide.com.au](http://www.whatsonadelaide.com.au) was launched in August at Enterprise House. It showcases Adelaide's tourist, investment and educational opportunities, specifically pitched at a Chinese audience. It will aim to capitalise on the expected tourism boom sparked by the arrival of pandas Wang Wang and Funi to the Zoo in Adelaide next year.

The website, which has an official web portal in China, is a joint initiative of the SA Tourism Commission, Marketminx Australia, CITCSA and a number of business organisations, and is available in English and Chinese language.

Marketminx Australia director and Chinese Chamber of Commerce SA vice president Edward Ng said the pandas' arrival at Adelaide Zoo would make the city an instant landmark for the Chinese. "The pandas generate a lot of interest in China and in the three weeks since the website was launched, we've had 10,000 hits," he said. "We will be using the pandas to promote South Australia as a tourism and business destination."

Former Adelaide Lord Mayor Alfred Huang AM, who was born in Chengdu, China, where Wang Wang and Funi are coming from, has helped launch the website.

"As a result of this, Adelaide and Chengdu I hope will develop further in increasing and improving links with tourism, business, trade and education," he said.

"We're the only city in Australia that will have pandas."



r-1 Mr Edmund Ng, Director of Marketminx with Mr Nick Begakis AM, Chairman of CITCSA

## 2008 Merdeka Award Winners

The Australia Malaysia Business Council presented its 2008 Merdeka Awards at the Annual Merdeka Dinner held on Saturday August 30<sup>th</sup> 2008. The Patron's Award for Excellence was presented to Miss Wan Ilma Dewiputri Wan Burhanuddin, a Penang born student studying at Adelaide University.

Mr Aemel Nordin, State Chapter President of the AMBC, said that Miss Wan Ilam, who is currently in her final year of a Bachelor of Science (Honours) degree, was an outstanding student and a deserving recipient of the Patrons award.

Other Merdeka Awards recipients this year included Mr Chan Yee Hon from Kuching who is studying at Flinders University, and Miss Ng Chia Ying from Kedah who is studying at University of South Australia.

Merdeka Awards Patron, Sir Eric Neal, AC CVO, Chancellor of Flinders University, and former Governor of South Australia, said that he was pleased to acknowledge the contribution of the AMBCSA to the South Australia –Malaysia relationship over the past decade through its Merdeka Awards which recognise outstanding final year students from Malaysia at South Australia's three major universities.

Mr Wee Keat Chan, National President of the AMBC, who is based in Adelaide, said that the awards were now recognised by potential employers as a clear indication of the leadership, outward looking and high achieving characteristics of the recipients.

## Global Horizons – Export Opportunities Conference

The first one day "Global Horizons – Export Opportunities" Conference will be held on Monday 20<sup>th</sup> October at the Adelaide Convention Centre from 9am – 6.30pm

This is full day conference organised by the Department of Trade & Economic Development and features guest speakers including Hon Kevin Foley MP, Deputy Premier & Minister for Industry & Trade, Mr Brian Cunningham, Chief Executive of DTED and Mr Adam Elliot, Academy Award winner, Harvey Krumpet.

The conference includes a panel forum with South Australia's overseas Trade Managers, structured presentations on exporting & trade, case studies and networking sessions. Business SA will be launching their "Women of the World" during the event.

The cost for delegates attending is \$110 which includes morning & afternoon tea, lunch and the cocktail function. More details and registration at [www.southaustralia.biz/globalhorizons](http://www.southaustralia.biz/globalhorizons)

## 2008 Business SA Export Awards

The Business SA Export Awards celebrate exporting excellence in South Australia by paying tribute to some of the most dynamic and innovative businesses in this State.

Winners of the Business SA Export Awards automatically progress as national finalists to the 2008 Australian Export Awards. These winners will be announced at the Business SA Annual Dinner which will be held 24 October 2008 from 6.30pm at the Adelaide Convention Centre.

Keynote speaker Cheryl Bart, will inspire guests with her own journey to new heights as she gives an insight into her journey to conquer Mount Everest. Guy Sebastian will perform on the night, accompanied by the Klemzig Singing Choir.

For information and tickets details, please visit [www.business-sa.com](http://www.business-sa.com)

## 2008 Governor's Multicultural Awards

His Excellency Rear Admiral Kevin Scarce AC CSC RANR, Governor of South Australia, has established a new annual set of awards -The Governor's Multicultural Awards.

These awards will be presented each year to acknowledge exceptional achievements, to encourage the recognition of cultural diversity as a positive influence in the community and to promote multiculturalism and community harmony.

There are 6 different categories of awards being for private sector, volunteers, public sector, community sector, youth and media. Nominations close on Friday October 10<sup>th</sup>.

Further information and nomination forms are available from [www.multicultural.sa.gov.au](http://www.multicultural.sa.gov.au)



## MEET THE FACES BEHIND THE PLACES:

### *Spanish Chamber of Commerce in Australia*

Mr Tony Arjona, President of the Spanish Australia Chamber of Commerce and Industry spoke to Sarah Newman, Marketing Officer at CITCSA on why Spain is offering big trade opportunities for SA businesses:

#### **What are conditions like for South Australian businesses in Spain at the moment?**

Conditions are good, particularly for exporters. Spain is Australia's 26<sup>th</sup> largest merchandise trading partner and the 7<sup>th</sup> largest export European market. To date the main Australian exports to Spain have mainly been coal, iron ore, wine, shellfish (crustaceans) furniture and IT, with a growing demand on goods and services across a wide range of sectors.

Australian companies successfully conducting business in Spain include Lend Lease, Amcor, Brambles, Billabong and Fosters and there are also a number of Australian businesses investing in Spain particularly in renewable energy and water management.

#### **What opportunities exist for trade between Australian businesses and Spain?**

Spanish companies are currently very interested in investing in Australian markets. Industries benefiting from Spanish capital include agribusiness, hospitality and real estate. Sustainable energy is a particular favourite, with Spanish company Acciona among those investing heavily in wind farming and desalination plants. The defence industry, in which South Australia is very strong, fosters much trade and opportunity in Spain.

On a bilateral basis I believe that the education market holds great potential. The Spanish Chamber is helping Spanish universities (predominantly from North-Western Spain) and South Australian universities to develop stronger relationships and memoranda of understanding so that a greater number of students can interchange to study abroad. What a tremendous opportunity for our youth; to learn, develop and experience what both countries have to offer.

#### **What problems might business people face when trading with Spain?**

Most Australian businesses operating in Spain have recognised the need to understand Spanish language and culture. Businesses wishing to venture into the Spanish market will be well advised to follow suit. Otherwise, problems may arise in establishing your business and settling contracts. As an example, the Spanish lifestyle is far more social, and accommodation is much denser, than in Australia.

Small differences in consumer and employee behaviour can create issues if they are not identified and planned for in advance. Customs issues may also arise; recently a relatively large Australian business experienced a great deal of frustration when customs issues delayed a project by some eight weeks.

#### **How can the Spanish Chamber help businesses identify and overcome these difficulties?**

The Chamber can assist by facilitating export processes, whether your business is in Spain or Australia. The Chamber has created a very reliable network and enjoys very good relationships with some of Spain's regional chambers of commerce and many local businesses, and has access to Spain's regional governments and their institutions.

The aim of our Chamber is to promote South Australia and its interests.

SA is rich in natural and human resources in a wide variety of industries, and needs to be more strenuously promoted overseas, particularly in Spain. The Chamber has demonstrated its proficiency in trade promotion by its facilitation of numerous prosperous business relationships between South Australian and Spanish businesses. Rio Tinto Explosive is just one example of the many companies whose investment in SA would not have been possible without assistance from the Spanish Chamber of Commerce in SA Inc.

For information about the Spanish Chamber of Commerce in South Australia, contact Tony Arjona on 0408342952 or email [Spanish.coc.sa@bigpond.com](mailto:Spanish.coc.sa@bigpond.com)

CITCSA

"MEET the FACES behind the PLACES"

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