



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

2009 EFIC Global Readiness Index

Export Finance and Insurance Corporation (EFIC), Australia's export credit agency, has launched its second annual Global Readiness index (GRi). First launched in 2008, the GRi allows Australian exporters to compare their export models against others on a state and national level, and within their industry peer groups. Questions are based on current drivers, decision-making processes, risks and barriers that Australian exporters and offshore investors face in an increasingly globalised and, at times, uncertain business world.

This unique study will provide Australian business with a comprehensive picture of the opportunities and challenges on the path to participating in today's global supply chains. It will also compare results with those from the 2008 survey, and is expected to show some interesting insights as a result of the current global economic uncertainty.

By participating, you will benefit by receiving a *customised* benchmark report which will allow you to compare your export models against others on a state and national level, and within your industry peer groups. You will also receive a copy of the full research results and commentary in April 2009.

To participate in the 2009 EFIC GRi visit www.efic.gov.au/gri/citcsa. For more information on the 2008 results, please visit www.efic.gov.au/gri.

EFIC is a consular sponsor of CITCSA.

Chinese Chamber of Commerce SA celebrates Chinese Lunar Year of the Ox

The Chinese Chamber of Commerce will hold their Chinese New Year celebration on Saturday February 7th from 6pm at the Dom Polski Function Centre, 232 Angas Street, Adelaide. The evening offers a Deluxe 8 course Chinese banquet, "Groove Jets", a five piece live band, Chinese Martial Arts demonstration, Chinese Musicians, Lion Dance and MC Mark Davis.

Tickets from Tee Lee Travel, 115 Gouger St Adelaide ph 82123822. for \$98.

Chinese New Year is the most important event of traditional Chinese holidays and this year falls on Monday January 26th 2009 with the celebration running for 14 days until 13th February.

2009 is the Year of the Ox and if you were born in 1949, 1961, 1973, 1985, or 1997, you are most likely to be an Ox (unless you were born between January and February as each year starts on a different date). Ox people are often calm, patient, tireless in their work, and capable of enduring hardship, just like a true ox.

Austmine2009 in Adelaide March 30 - 31st 2009

Adelaide will host the biennial Austmine2009 International Conference and Exhibition at the Adelaide Convention Centre from 30-31st March 2009. It will showcase Australia's innovation and development of mining technology, equipment and services for the international mining industry in South Australia which is now a key mining region.

There are sessions with speakers from India, Brazil, Thailand, China, Chile and Peru, and Africa. CITCSA member organisations that represent these countries in Adelaide stand ready waiting to assist companies host their overseas delegates. There is a special offer for bringing 5 or more overseas delegations to Austmine2009. Contact Robert Trzebski for details ph 02 94587393 or email robert.trzebski@austmine.com.au

There are also sessions on Research and Innovation, Automation and Finance. The full program for the conference and exhibition is now available at www.austmine.com.au



Study Adelaide is Looking Good



The State Government and Education Adelaide have launched an ambitious plan to increase the number of international students choosing to study in South Australia to from 27,000 in 2008 to 62,000 by the year 2014 which could inject more than \$2 billion annually into the SA economy. The plan's key recommendations include:

- Increasing the volume of higher education and VET students in fields of study that are closely aligned with South Australia's skilled migration program
- Developing business attraction packages and incentives to attract new education providers and expand the capacity of existing institutions
- Reinforcing and strengthening the StudyAdelaide brand in key overseas markets
- Developing a State Government policy statement to recognize the social, cultural and economic benefits of international education, backed by an advertising campaign to increase Adelaide's supply of homestay families
- Supporting suitable, sustainable and responsible housing developments to meet accommodation demand.

StudyAdelaide launched a new look website in August 2008 which highlights study options available for students across all sectors including information about living and studying in Adelaide, an Image Gallery and a free "passport" club. The launch of the new site together with an on line advertising campaign has attracted a large increase in visitations from over 100 countries. Go to www.studyadelaide.com

Education Adelaide is a supporter of CITCSA.

Icy Winters, the Cold War, frosty vodka and frozen gas deals- Is there anything hot about Eastern Europe?

Find out from our guest speaker Gosia Hill who has recently returned to Adelaide from Poland, where she was based at the Australian Embassy in Warsaw as the Senior Trade Commissioner since 2004.

Gosia's posting paralleled EU enlargement as she represented Australia's trade, investment and commercial interests in Central and South Eastern Europe. Her diplomatic accreditation as a Minister Counsellor Commercial covered Poland and the Baltic States with management responsibility for 17 countries serviced by six other Austrade and Consular Posts (Prague, Budapest, Bucharest, Athens, Zagreb, Sofia and Skopje). She worked closely with fellow Senior Commissioners in Europe, Middle East and Africa and travelled on business to London, Frankfurt, Moscow, Dubai and many other international locations.

Gosia Hill was born and raised in communist Poland and completed her studies at Flinders University in Political Science, Philosophy and Social Administration. Gosia's CV includes service for the Commonwealth and State Governments, NGOs and voluntary contributions to the management of a number of peak bodies, organisations, committees, projects and local initiatives.

She established her own business in early 90s, delivering training and consultancy in small business and enterprise development both in Australia and internationally. Gosia facilitated business development in newly established market economies like India, Sri Lanka, Russia, Poland, Kazakhstan, Ukraine and underdeveloped regions of South Africa.

Gosia served 6 years on the Flinders University Council and received a Distinguished Alumni Award from her Alma Mater. She is also a recipient of Australia's Centenary Medal and the Cross of Merit from the President of Poland.

Presentation and workshop is on Thursday February 26th from 5.30 – 7pm at Room 1B, ground floor, Enterprise House, 136 Greenhill Road, Unley. Register with Angie Lewis 83000110 or email angie.lewis@citcsa.org.au



Ms Gosia Hill

Employer Forum - Subclass 457 Work Visa

Are you an employer who is currently sponsoring, or considering sponsoring, someone from overseas on a Temporary Business (Long Stay) Standard Business Sponsorship (Subclass 457) Visa Program?

Learn more about how the visa is processed, what possible changes could be made to the program as well as how to provide your worker a permanent visa?

Attend a free forum where Government staff will exchange information with you. The forum will also provide a networking opportunity with other employers who have sponsored overseas workers under the 457 visa.

Thursday 26th February 2009, 3.30-5.30pm, Stamford Plaza, 150 North Terrace, Adelaide.
Rsvp Amie Cross at Immigration SA ph 82049248, email amie.cross@state.sa.gov.au by 20th February.

Should you wish to discuss this or any other migration matter, please contact John Haren, the Department of Immigration and Citizenship's Industry Outreach Officer to Business SA on 0434 076 437 or 8300 0084.

Food Mission to Dubai and Gulfoods in February 2009

There are a couple of positions remaining on the food trade mission to Dubai from **February 21 – 23rd 2009** including a visit to Gulfoods trade show.

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 sea/air ports. The mission leader is Mr Steve Marafiotte, Managing Director of Australian Quality Plus, and member of Australia Arab Chamber of Commerce and Industry SA, who will provide insight into how he has developed a successful business with major clients in the Middle East.

Contact Barry Salter, Executive Manager at CITCSA on ph 8300 0110 or email barry.salter@citcsa.org.au if interested in participating.

Food Mission to Hong Kong and SA Stand at HOFEX in May 2009

The Hong Kong Australia Business Association SA and CITCSA will be leading a food mission to Hong Kong and Macau from **May 2nd - May 9th 2009**.

We invite food producers, exporters and food service providers to visit the market place in Hong Kong and Macau with industry visits to hotels, supermarkets, restaurants, retail outlets, sea, air ports and a site visit to HOFEX.

For more information and to register your interest in participating in the mission, contact Barry Salter, Executive Manager at CITCSA ph 8300 0110 or email barry.salter@citcsa.org.au before March 27th 2009. Itinerary and details now available.



HOFEX is one of the largest global food and wine tradeshows in Asia. Food Adelaide is organizing a showcase of South Australian food and beverage products at HOFEX 2009 which will be held from May 6 – 9th 2009

The South Australian stand at HOFEX will provide companies with a platform to meet key industry participants at this biannual show which traditionally hosts over 29,000 visitors from more than 58 countries. By being part of the South Australian stand you will be located within the Australian Pavilion

in the International Hall, which attracts a large number of customers from the region.

For more information and to register your expression of interest in exhibiting in the South Australian stand at the HOFEX trade fair, contact Food Adelaide on 8300 0022.



MEET THE FACES BEHIND THE PLACES:

Korean Chamber of Commerce SA Inc President Kerry Lewis



Mrs Kerry Lewis, President of Korean Chamber of Commerce SA

CITCSA's Marketing Officer, Sarah Newman, talked to Kerry Lewis about trading conditions in Korea, and the steps the government is taking in the wake of the economic crisis.

How would you describe current business conditions in Korea?

The world financial crisis has affected Korea's economy; consequently the government is putting together benefits and stimulus packages to minimise the impact on business activity.

- The restructuring of the construction, shipbuilding, oil & chemical industries.
- 36 'Green New Deal Projects' for Korea to become greener by 2012 – investing 50 trillion Korean won over 4 years.
- Moves to free up business credit as SME credit risks have climaxed to the highest figure in 10 years.
- With SME's haggard with contracted demands and financial difficulties caused by the economic recession both the Government and the financial circle are vowing to aid the sector.
- The bringing forward of major government public capital projects.

What opportunities are available for Australians trading with Korea?

Major opportunities for Australians include the importing of world class innovative medical equipment, next generation electronics, computers, industrial and consumer products and parts from Korea.

What problems might business people face when trading with Korea?

Korea is one of the great Asian trading nations; no major problems should be encountered in dealing with Korean companies. English is spoken widely in business circles with interpreting services readily available if required.

Business people should familiarise themselves with cultural niceties when visiting Korea as it assists with image to be aware of differing customs. For example, business people should be aware of the ramifications of sneezing at a dinner table, chopstick etiquette, as well as the proper method of toasting drinks and serving oneself from shared food dishes.

How can the Korean Chamber help Australians when trading with Korea?

The Korean Chamber of Commerce offers the following benefits and services, and should be the first port of call for all potential importers & exporters thinking about trading with Korea.

- Expert Director Ms. Kerry Lewis, who travels to Korea regularly and interfaces with both government & business circles.
- Full library of "Korea Buyers Guides" showing current world-class products being manufactured in and available from Korea.
- Interpreting of business documents service available.
- Chamber of Commerce stamping of documents undertaken when required.
- Korean social and business customs and etiquette explanations sessions arranged.
- Business matching services and access to South Australian representatives for the 'Korea Trade-Investment Promotion Agency. (KOTRA)

For more information, please contact Ms Kerry Lewis JP at the Korean Chamber of Commerce on 8272 5486 or email kerry.lewis@internode.on.net

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



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