



# CITCSA Flash

CITCSA Patron:  
His Excellency  
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Australia

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## Seafood Mission to Brussels, Paris, London plus Hong Kong / Macau

The Council for International Trade and Commerce and Wildcatch Fisheries SA is organising a seafood trade mission to attend the European Seafood Exposition in Brussels with trade visits to Paris and London from April 26 – May 2<sup>nd</sup> 2009. There is an option to return via Hong Kong to join the food mission to Hong Kong, Macau and visit HOFEX from May 3 - 8<sup>th</sup>.

The European Seafood Exposition is the largest seafood event in the world with buyers from over 150 countries and exhibitors to show you every category of seafood products : Fresh, canned, frozen, and value-added seafood; storage, processing, and handling equipment;

Seafood-related services including freight-handling, insurance, and information technology

Source and compare seafood products, suppliers, and prices

Learn about emerging industry trends and technologies

Sample the newest, most innovative products before they reach the consumer market,

The mission leader is Mr Ken Meek, who runs his own business consultancy. A former Chair of both the South Australian Rock Lobster and River Fishery Management Committees, Ken has previously visited ESE in Brussels.

Details of Hong Mission are listed separately in this newsletter. A special travel package with Tee Lee Travel in Adelaide has been arranged including return economy airfares Adelaide to Europe, returning via Hong Kong, euro train travel in Europe, and good accommodation for the 11 nights for the full trip.

Contact Ken Meek for more information about the itinerary and costs, and to register interest ph 0418373001 or email [m2@senet.com.au](mailto:m2@senet.com.au)

## Australia New Zealand Cleantech Symposium April 3<sup>rd</sup> (and Rugby 7's)

The Australian New Zealand Business Council SA in association with the Water Industry Alliance invite you to participate in the inaugural "Australia New Zealand Cleantech Symposium" on Friday April 3<sup>rd</sup> from 830am – 12.30pm at the North Hall, Ridley Centre, Adelaide Showgrounds. The aim of the event is to leverage our technology innovations and green image to become global Cleantech leaders, driving a new wave of investment and green collar jobs.

People and businesses involved in renewable energy, energy efficiency, sustainable water technology and services, waste and recycling, green buildings, biomaterials, environmental services, emissions trading should consider attending.

Confirmed speakers include His Excellency John Larkinsdale, New Zealand High Commissioner; John Rothwell, CEO Adelaide Showgrounds; Phil Verey, New Energy Finance; Andrew Dickson, Wind Projects; Professor Gus Nathan, University of Adelaide; Peter Meurs, Worley Parsons; Helga Brigden, Mercer Investment Consulting, Kerry Rooney, Austrade and Joe Flynn, Water Industry Alliance.

The forum coincides with the International Rugby Sevens tournament at Adelaide Oval and participants in the forum are invited to enjoy a ruby lunch with Wallabies coach Robby Deans and then the carnival atmosphere at the kick off of the Rugby Sevens tournament at Adelaide Oval that evening.

Booking options:

Cleantech Symposium only \$80

<http://MyBookingManager.com/australasiacleantech09sympos> or

Cleantech Symposium + transfer to Rugby 7's lunch +game +ticket package \$215

<http://MyBookingManager.com/australasiacleantech09pack>



## **Austmine2009 in Adelaide March 30 - 31<sup>st</sup> 2009**

Adelaide will host the biennial Austmine2009 International Conference and Exhibition at the Adelaide Convention Centre from 30-31<sup>st</sup> 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](mailto: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](http://www.austmine.com.au)

## **Australia India Memorandum of Understanding signed in Adelaide**



*l-r Mr Ken MEEK, State President of Australia India Business Council SA Chapter; Mr Brian Hayes QC National Chairman of Australia India Business Council; His Excellency Rear Admiral Kevin Scarce AC CSC RANR Governor of South Australia; Mr Sarat Chandran, Director of Indo-Australian Chamber of Commerce, Chennai, India, and Mr P Gopalakrishna, Secretary, Indo-Australian Chamber of Commerce*

The Australia India Business Council signed a Memorandum of Agreement with the Indo-Australian Chamber of Commerce to undertake trade activities during their recent visit to Adelaide at Government House. The agreement was witnessed by the Governor of South Australia, His Excellency Rear Admiral Kevin Scarce, who is also the Patron of CITCSA.

The delegation from Chennai was in Adelaide overnight for 20 hours as part of a national visit, and participated in business matching with many South Australian businesses at Business SA in the morning, and visited some of the sights of Adelaide in the afternoon including a visit to Adelaide Oval where they visited the player's dressing rooms and the historic scoreboard.

## Work and Holiday visa arrangement with Indonesia

The Minister for Immigration and Citizenship, Senator Chris Evans, has announced that young people from Australia and Indonesia will benefit from a new reciprocal work and holiday visa arrangement between the two countries. This visa will allow young people from both countries who want to travel and experience a different lifestyle and culture to work and subsidise their holiday. To read the full media release, please click here

<http://www.minister.immi.gov.au/media/media-releases/2009/ce09024.htm>

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

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

The Hong Kong Australia Business Association SA and CITCSA have organised a food mission to Hong Kong and Macau from **May 2<sup>nd</sup> - May 9<sup>th</sup> 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 Ian Mathison ph 0411519757 or email [hkabasa@hkabasa.asn.au](mailto:hkabasa@hkabasa.asn.au) The Itinerary details and costs including a special travel package flying Cathay Pacific are 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 – 9<sup>th</sup> 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.



## Gosia Hill Presentation



*l-r Kevin Witkowski, President of Polish Chamber of Commerce SA; Gosia Hill and Barry Salter, Executive Manager, CITCSA at Enterprise House.*

Gosia Hill, former Senior Trade Commissioner at the Australian Embassy in Warsaw, Poland, gave an excellent presentation about her work in developing trade opportunities in Central and Southern Europe. The topic "Icy Winters, the Cold War, frosty vodka and frozen gas deals" was warmly received by the audience that included exporters and representatives of CITCSA member organisations. Gosia is now back in Adelaide and running her own consultancy. Contact Barry Salter at CITCSA if you wish to contact Gosia.

## MEET THE FACES BEHIND THE PLACES:

### Australia-Brunei Darussalam Business Council *President Francis Wong*

When CITCSA's Marketing Officer, Sarah Newman, talked to Francis Wong she found that South Australia and Brunei are not as different as some might think.



Francis Wong  
*President*  
Australia-Brunei  
Darussalam Business  
Council

#### 1. What are market conditions like at the moment in Brunei?

It's a great time to become involved in trade with Brunei. The high oil price in the last few years has generated wealth for the oil and gas-dependent government, which is keen to spend. Brunei is also increasingly international in its focus. The Government has been working hard to develop strong relationships with ASEAN countries and others, so that when you deal with Brunei you're simultaneously developing links with other markets. His Majesty the Sultan of Brunei has been particularly involved in relationship development, and the mutual respect generated by His Majesty is likely to be long-lasting due to the stability of the monarchical leadership. Further, the Government has been sending a large number of students to Universities in the United Kingdom, United States and Australia and these well-travelled graduates are returning home with an international mindset and a drive to grow Brunei's opportunities.

If Brunei has a weakness it's lack of awareness. The Brunei market provides great opportunities for South Australians, as we are both small (Brunei's population is around 350,000) compared to our neighbours. Brunei has a similar inferiority complex to South Australia's; Bruneians see Malaysia and Indonesia in the same way that South Australians see Sydney and Melbourne. Bruneians find doing business in Sydney challenging; Sydney-siders talk about different volumes, they're structured for different opportunities, and don't try so hard to win the Bruneians' business. I believe SA is very compatible with Brunei in their way of thinking and style of doing business.

#### 2. What opportunities are available for Australians trading with Brunei?

- The Brunei Government is keen to develop their information technology and e-government systems. The Brunei communication minister came here a few years ago to talk to EDS and Pat Conlon about contracts. This is a great source of opportunity for the SA private sector, and one it should be working harder to pursue.
- The Brunei Government has sent a lot of students to the United Kingdom, and it is now looking at SA as an education destination. The Brunei Education Minister was in Adelaide last year to talk about government scholarships for Brunei students, an idea that will be assisted by the proposed improved air-link.
- The Brunei Government is looking to develop joint venture arrangements with Australian food companies, particularly those equipped to produce halal products. A memorandum of understanding was recently reached with Elders, where Elders would produce halal meat to sell internationally under the trusted Brunei brand. Similar opportunities have yet to be realised in the seafood industry.
- There is a significant need for training services in Brunei, including quality management, anything related to the oil and gas industry (especially downstream), defence and police training.
- Brunei provides excellent opportunities when used as a base form which to access other ASEAN countries. Brunei is a member of Brunei-Darussalam-Indonesia-Malaysia-The Philippines-East ASEAN Growth Area (BIMP-EAGA), an official ASEAN sub-group with close networks and ease of trade covering a potential market of 30 million people.

#### 3. What problems might business people face when trading with Brunei?

The misconceptions of traders can be problematic. Some people go into Brunei thinking the streets are paved with gold- not true. Certainly the Sultan is rich, but not everyone is driving around in a solid gold Mercedes. You still have to sell a good product and put in the legwork to secure business deals, just like anywhere else. In fact, having been burnt in the past by a slew of businesspeople who sold them rubbish and then disappeared, Bruneians can be more reserved than most. Don't expect to seal a deal in one trip. Make people feel comfortable and they will open up to you. If you don't make friends you can expect people to be very nice but to tell you nothing. The other thing to remember is that Brunei is akin to a big country town- everyone is related to one another and you must take care to talk to the right people, get the right advice before you go. Be careful with whom you share secrets! Finally, don't restrict your outlook to the borders of Brunei. Bruneians travel a lot and have good networks, especially in ASEAN nations, which you may be able to use.

CITCSA

"MEET the FACES behind  
the PLACES"

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#### 4. How can the Australia-Brunei Darussalam Business Council help traders avoid these problems?

Brunei has no Austrade equivalent. The Brunei Council is therefore a critical link between Brunei and South Australia. The Council works hard to promote bi-lateral trade, in close connection with the Brunei High Commission in Canberra. Businesses thinking about trading with Brunei should leverage off the Council's extensive contacts throughout the private sector and among the highest levels of government, years of cultural experience and excellent business advice. We can arrange meetings with the people you need to talk to, and steer you clear of people with whom meetings would be counter-productive. We are non-bureaucratic and we focus on getting results, not following a process. Although it is essential to get advice before you embark on trade, it is preferable to join the Council as soon as you possibly can, so as not to miss important opportunities.

The Council receives regular news from business, industry and government about new developments and opportunities. I'm always getting emails offering government tenders and big contracts, asking 'have you got anyone interested in...?' You wouldn't get that information otherwise. Even the Brunei government is surprised at how much we know! The main selling point of the Brunei Council is our passion for promoting trade between Brunei and South Australia. His Majesty the Sultan of Brunei asked me last year, 'why do you live in Adelaide? It's so small and no-one has heard of it!' I replied that when I first moved to Adelaide nobody had heard of Brunei either! Now, both are major trading hubs and the best way to develop both regions is to make the most of our trading opportunities.

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