



CITCSA Flash

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



Sathish Dasan, President
of Australia Malaysia
Business Council SA



Malaysia Trade Mission April 16-19 2009

Deputy Premier and Minister for Industry and Trade Hon Kevin Foley MP will accompany a South Australian Trade Mission to Malaysia in conjunction with the Australia Malaysia Business Council and the South Australian Government from April 16 – 19 2009 to be held at the Mandarin Oriental Hotel, Kuala Lumpur.

It is a multi sectoral trade mission open to all South Australian businesses with opportunities likely to include wine, food, education, legal services, business migration, building and construction and ICT. Business matching and networking opportunities will be available.

Contact Ms Sanda Ecimovic, Trade Manager South East Asia at DTED ph 83032326 or email sanda.ecimovic@state.sa.gov.au for more information.

Mr Sathish Dasan is the new President of the Australia Malaysia Business Council in South Australia. Sathish is a partner at Norman Waterhouse Lawyers.

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 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 Ian Mathison ph 0411519757 or email 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 – 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.

Trade mission to Italy

The Italian Chamber of Commerce –Adelaide and Department of Trade and Economic Development are coordinating a trade mission to Italy from September 10 - 24 2009. The mission will include the presence of a South Australian stand at the Fiera del Levante trade fair in Bari, Puglia. South Australian companies in the following sectors that are considering entering or expanding into the Italian/European market are invited to participate : food/wine; horticulture; machinery, automation, food processing machinery, renewable energy (geothermal), fashion, leather/hides processing, ICT, environment and stone/building.

There is an information session on Wednesday April 1st at 4.30pm at the Italian Centre, 262 Carrington St, Adelaide rsvp email chad.morris@state.sa.gov.au or ph 83032471. For more information, contact Teo Spiniello, Secretary-General of the Italian Chamber ph 82324022

Gateway to Asia Exporters Expo

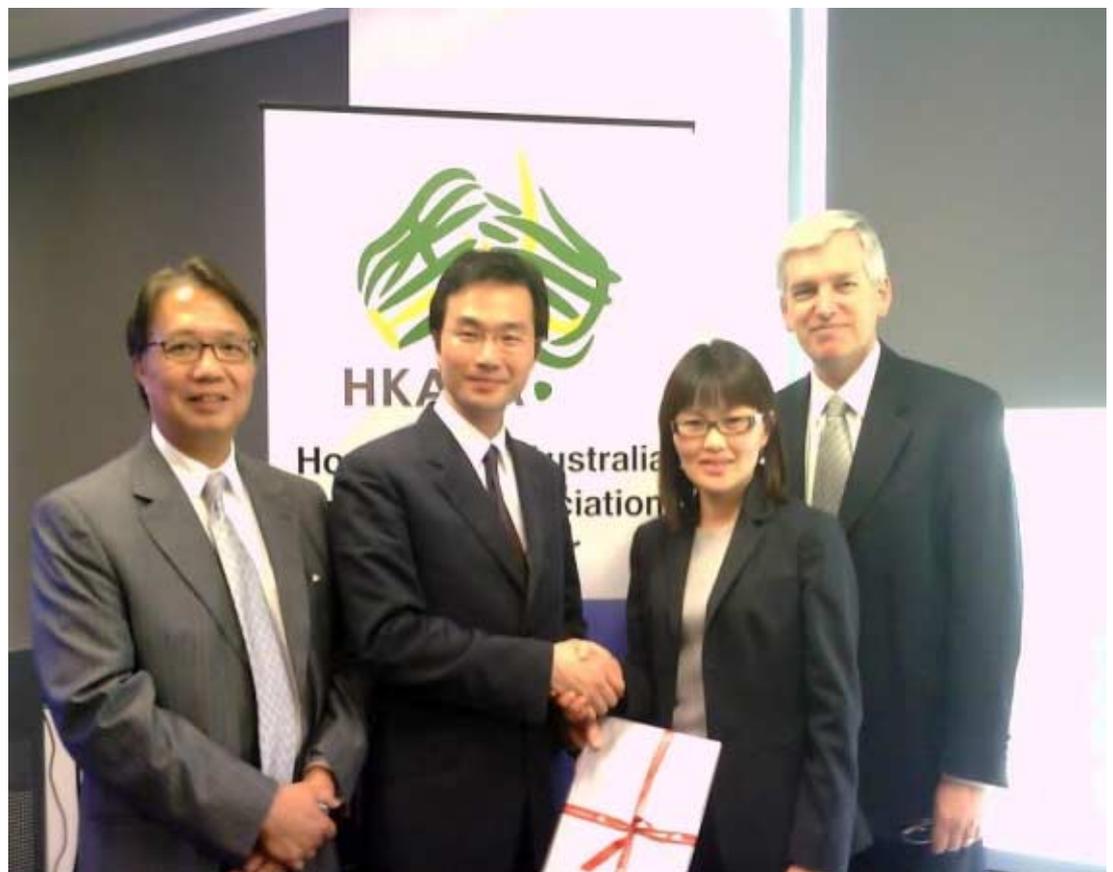
The Migration for Business Growth - Gateway to Asia Exporters Expo is designed to help South Australian companies to enter and expand their presence in Asia.

Exporters will have the opportunity to display and sample their products or services to over 100 prospective export partners. Many of them will be business migrants from China and Korea who are actively seeking products to export back to their home country. Business SA will provide translators for exhibitors if required.

The Expo aims to assist small local businesses overcome potential language, geographic and cultural barriers and open the gateway to Asia by connecting them with export partners who speak the language, are experienced and reputable business owners, and who already have established business channels in Asia.

The Expo will be held on the Ground floor of Enterprise House on Wednesday April 30th from 2 - 4.30pm. Registration is **free** and places are strictly limited. To register as an exhibitor or for more information contact Amy Clark on 8300 0083, email: amyc@business-sa.com

Hong Kong Budget Presentation



l-r Mr Patrick Ho, State Chapter President of Hong Kong Australia Business Association; Mr David Yip, Deputy Director, Hong Kong Trade and Economic Development Office in Sydney; ; Ms Ying Walker, Trade Manager for North Asia, Department of Trade & Economic Development; Mr Barry Salter, Executive Manager, CITCSA

The Hong Kong Australia Business Association SA organised a post budget briefing on the Hong Kong Budget on Monday March 23rd at Westpac House by Mr David Yip, Deputy Director of the Hong Kong Trade and Economic Development Office in Sydney.

The Hong Kong Government has introduced a multibillion dollar stimulus package focussing mainly on infrastructure projects which will provide opportunities for Australian companies. The largest project will be a 29km bridge linking Hong Kong with Macau and Zhuhai on the Chinese mainland which will cost over A\$7 billion and begin later this year. Another project is the \$8 billion express rail link from Hong Kong to Guangzhou and Shenzhen is also likely to happen this year.

Contact the HKABA chapter for more information www.hkabasa.asn.au

Senior Russian delegation visit



Mr Walter Lebedew OAM, President Russian –Australian Chamber of Commerce and Industry SA with Hon Sergei Mironov, Chairman of the Council of the Russian Federation.

Mr Walter Lebedew OAM, President of the Russian-Australian Chamber of Commerce and Industry in SA, was recently invited to Sydney to meet a visiting Parliamentary Delegation from the Russian Federation. The delegation was headed by Mr Sergei Mironov, Chairman of the Council of the Russian Federation, a position equivalent to the President of the Senate in Australia.

Sergey Mironov was accompanied by a number of parliamentary dignitaries and in Canberra the delegation was met by the Prime Minister, Kevin Rudd, and the Minister for Foreign Affairs and Representatives of the Australian Parliament.

In Sydney the delegation met with leaders of the ethnic Russian community in Australia in the presence of the Ambassador of the Russian Federation and other dignitaries. The high ranking visitor stressed the importance of trade between Australia and Russia and the need to maintain an even balance of trade between our two countries. At present the balance of trade favours Australia.

At the conclusion Mr Mironov presented a Government medal to Igor Savitsky, President of the Australia-Russia Business Council for his efforts on behalf of the ethnic Russian community and the trade relations between our two countries. Mr Savitsky spoke at a seminar on Russia in Adelaide last December.

Successful food mission to Dubai



l-r Ms Ceejay Harman, Mr Deane Michelmore; Mr Richard Lorraine; Mr Hartley Lewis; Ms Esther Roberts; Ms Annette Green; and Mr Steve Marafiote in Dubai

The food mission to Dubai in February 2009 was very successful with feedback from South Australian business participants indicating a good deal of interest in their products and making good contacts with potential agents and consolidators. This was predominantly a market awareness mission, and included visits to the Gulfoods Food exhibition, major hotels and supermarkets and food markets.

The mission was led by Steve Marafiote, Managing Director of Australian Quality Plus and CITCSA Board member. Thanks to PIRSA and the South Australian office in Dubai for their support in this mission.

Trade Seminar – Hong Kong - Asia's trade fair capital

This business seminar will be held on Wednesday April 8th from 5.30pm – 7.30pm at Enterprise House and will feature case studies by 3 businesses who have been successfully trading in Hong Kong and China:

Mr John Gerard, Director of Gerard Corporation
Mr Michael W Higgs, Director of World Wide Wearables
Ms Susan Lee, Co founder and Business Development Director of Soniclean

Ms Bonnie Shek, Director of Hong Kong Trade Development Council Aust/NZ, will provide information about the “buyer sponsorship program” provided by the Hong Kong Trade Development Council, updates on trade and the Hong Kong economy. Great event for exporters and importers with interest in Hong Kong, Macau and southern China.

Book with Hong Kong Australia Business Association email hkabasa@hkabasa.asn.net or call Ian Mathison 0411519757 by April 3rd.



Mr John Gerard, speaker at Hong Kong seminar

MEET THE FACES BEHIND THE PLACES:

Australia and Iran Chamber of Commerce *President Hossein Kazemi*



l-r Mr Nick Begakis AM,
Chairman of CITCSA;
Mr Hossein Kazemi,
President of Australian Iran
Chamber of Commerce

CITCSA

"MEET the FACES behind
the PLACES"

CITCSA's Marketing Officer, Sarah Newman, talked to Hossein Kazemi, President of Australian and Iran Chamber of Commerce, about trade opportunities in Iran.

1. What are market conditions at the moment in Iran?

Iran is a huge market for exporters who are looking to sell a high volume of product. Despite the recent development of local production capacity, Iran is still an importer country, lacking the self-sufficiency required to satisfy the demands of its 69 million people.

In the food sector, bread and rice are daily staples for 99 percent of Iranians. Exporters of wheat, rice and barley are on the first platform to sell. Frozen meat, chicken, and tuna for can-tuna manufacturers have comprised a high volume of exports to Iran. Iran is also an importer of medicines, medical equipment, infant milk and infant food.

The education sector provides excellent opportunities, as fifty percent of Iran's population are under 30 and thirsty to learn. Local universities haven't enough capacity to accept all annual applicants. Some of these applicants wish to continue their studies in foreign universities and are able to afford costs.

As a developing country, Iran is good market for IT and computing service providers, networkers and software producers. GPS systems, standardisation, and occupation health and safety are new challenges in Iranian industries, and provide good target markets for Australians who are in these fields.

2. What opportunities are available for Australians trading with Iran?

Iran is the second largest producer of oil, and the first in natural gas. This provides a very good opportunity for Australian fuel suppliers to engage with Iranian oil and gas industries to provide raw materials. Last year the Australia and Iran Chamber of Commerce & Industries Inc. sent a proposal to the Federal and SA Governments that the Port Stanvac refinery be re-opened with Iranian oil support and with a view to sharing product (petrol) between Iran and SA.

As mentioned above, there are opportunities for Australian meat and chicken producers, as well as wheat and barley exporters, to make contracts with Iran. Most of these contracts must be done via Iranian government organisation and also with some private importers.

Australian medicine and medical equipment producers can find good customers in Iran. In recent years, nursing home development plans have been big projects in Iran and there is a lot of room for Australian companies involved in nursing home development to do joint venture with Iranian partners who seek global standardisation for their projects.

A lot of construction, oil and gas and transport development projects have been looking to forge partnerships with professional foreign companies, which would provide good opportunities for Australian engineering companies.

There are two big car factories in Iran which produce in high capacities and provide local and some neighbour countries' demands. In recent years they have been dissatisfied with technical support provided by their European mother companies and are considering other producers. Australian car manufacturers need to start approaching this market.

Last year, the Chamber helped a New South Wales-based Australian manufacturer to approach the Iranian steel industry regarding a joint venture.

Iran is also a producer of cheap but high quality construction materials. There are many cement, tile, ceramic, marble and granite manufacturers in Iran who have ISO certificates for their products. Australian construction companies who are seeking quality, low cost materials can find them in Iran.

Iran is a big producer of juice and mineral water, and most of these products are being exported to Arab countries in the region. Australian importers may satisfy their demands from this source. Vast Iranian vineyards can be good grape sources for the SA wine industry as well, especially at this time as climate change hits our State.

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

The major problem is economic sanctions against Iran which have suspended trading with Iran. Although these sanctions have been extended recently by the president of the United States, hopefully they will be moved soon, by the direct dialogue between Iran and the US President Barack Obama has planned.

Most Iranians speak English very well and have no problems communicating with Australians. Of course the culture is different and some things are not easy to understand for both sides initial connections. Iran is a historical country and is a major destination for international tourism. The Australian tourism industry needs to know about Iranian culture, rules and traditions before arranging travel for tourists.

4. How can the Australia and Iran Chamber of Commerce & Industries Inc. help traders avoid these problems?

The network of the Australia and Iran Chamber of Commerce & Industries Inc. includes technical and commercial experts who have worked in Iran for many years. The Chamber knows Iranian business language, their rules, barriers and pathways to successfully conducting trade.

We can facilitate traders in making business with Iran. We are able to evaluate any transaction, contract and agreement with Iranian companies and assure Australians about integrity.

We can even send our experts to accompany Australian traders and companies in their visits to Iran, to help them in progressing steps.

Australian producers and companies who are interested in showing their products and services to the Iranian market can easily do this by joining us as a member.

We put their logos on our website (www.austiran.org.au) which is visited by Iranians looking to establish trading relationships.



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