



CITCSA Flash

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



Hon Kevin Foley, Deputy
Premier and Minister for
Industry and Trade with
Mr Hossein Kazemi,
President of Australia Iran
Chamber of Commerce
and Industry at Parliament
House last year.



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Iran inbound trade mission to Australia May 2009

Special Trade Opportunity !!

A large delegation of 50 business people from companies in various industries in Iran and representatives from several Iranian Chambers of Commerce is visiting Australia in late May. As they are unlikely to visit Adelaide on this occasion, Mr Hossein Kazemi, President, and members of the Australia Iran Chamber of Commerce who are based in Adelaide, will fly to Sydney to meet with the group and brief them about opportunities in South Australia.

The purpose of the trade visit is to become familiar with the current Australian business environment and to identify potential business opportunities with a view to business investment and development of business partnerships with Australian companies.

The high profile delegation includes Managing Directors of companies involved in the Water and Power, Cabling, Machinery, Aluminium, Construction, Petrochemical, Clothing, Machinery, Automotive, and Food (dates) sectors. The delegation also includes the President and Board members of the Abadan Chamber of Commerce and Industries and the International Vice President of the Tehran Chamber of Commerce and Industries.

Please contact Mr Hossein Kazemi if you would like more information, to meet the delegation or have your product or service considered by ph 82777856 or mobile 0425334364 email kazemi.h@austiran.org.au.

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.

For more information, contact Teo Spiniello, Secretary-General of the Italian Chamber of Commerce and Industry – Adelaide ph 82324022

Fashion Trade mission to Hong Kong

The Hong Kong Australia Business Association SA is organizing a trade mission to attend Hong Kong Fashion Week – Spring Summer July 6-9 2009. It will include

- Garment and Accessory Mart – big volume, mass market appeal
- Fashion Gallery – high end, designer fashion
- Body and Intimate wear – lingerie, swimwear and home wear
- Bridal and Evening wear – special occasion pieces and accessories
- International Fashion Designers Showcase – creative talents present their designer collection

For more information, package details and cost, contact Ian Mathison, Mission coordinator ph 0411519757 or email ian_mathison@iinet.net.au Expressions of interest close May 22nd

Changes to 457 Visa program

On 1 April 2009, the government announced changes to the Subclass 457 visa program in order to ensure that it continues to provide industry with needed skills, while not undermining local training and employment opportunities.

The measures were developed in 2008 following the commitment by the government in last year's Budget to implement a package of longer-term reforms to the Subclass 457 visa program in 2009 to improve both its integrity and ability to deliver the skills needed in the economy.

Employers are now advised that the change to the English language requirement from IELTS 4.5 to IELTS 5 is effective from *14 April 2009*. This new requirement will apply to all Subclass 457 visa applicants who are nominated for an occupation in ASCO Major Groups 4-7 or chefs and head chefs (ASCO 3322-11 and ASCO 3322-01) who lodge their application on or after 14 April 2009.

Should you seek more information about the 457 visa program, or any migration related question, please contact John Haren, DIAC Industry Outreach Officer to Business SA on 0434 076 437.

Gateway to Asia Exporters Expo



Angie Lewis, Events Admin Officer with CITCSA and Ms Rhoda Gao, interpreter on CITCSA booth at Gateway to Asia Expo

Business SA hosted the first Gateway to Asia Exporters Expo with thirty five South Australian companies showcasing their products to 200 potential export partners on April 30th. The expo enjoyed busy crowds with exhibitors run off their feet to accommodate the interest from visitors within a single afternoon. The majority of visitors were recently arrived business migrants from the Migration for Business Growth program seeking products to export back to their country of origin.

Exhibitor companies included wine, honey, olive oil, paint, beauty products, food and wine technology products. All exhibitors were from South Australia and in different stages of market penetration into Asia with some companies enjoying success in specific labels but looking to expand their range of wines. Others are poised for entry with the right export partner. Food producers, though in the minority were very popular with visitors with honey, and olives stands proving popular. Beauty products were another hot item, in particular those demonstrating new technology (NuSkin) or an Australian bent (Desert Pea and Emu Tracks).

Business Migrant visitors to the Expo welcomed the chance to see and taste product and talk with suppliers, in many cases assisted by one of the 40 volunteer interpreters. Language barriers can make initiating business difficult for newly arrived migrants so the volunteers input was invaluable as was the provision of much of the information and marketing material in Chinese and Korean.

The volunteer interpreters also benefited from a job well done, with many receiving offers of future work to help businesses who need to continue building relationships with their new Asian business partners.

The Expo was run by the Migration for Business Growth program and supported by Business SA, CITCSA, Austrade, and the Department of Trade and Economic Development (Immigration SA). The Migration for Business Growth program supports new business migrants to settle and commence business activities in South Australia through provision of information sessions, business matching, a member based website and personal assistance.

Hong Kong Trade Development Seminar April 2009



l-r Mr Patrick Ho, State Chapter President of HKABA SA; Mr John Gerard, Gerard Corporation, Ms Bonnie Shek, Director, HKTDC; Ms Susan Lee, Soniclean, Ms Jing Lee and Mr Michael W Higgs from World Wide Wearables

The Hong Kong Australia Business Association SA and the HK Trade Development Council organised a HK Trade Development Seminar on Wednesday April 6th at Enterprise House.

Ms Bonnie Shek, Director of Hong Kong Trade Development Council Aust/NZ, provided information about the "buyer sponsorship program" provided by the Hong Kong Trade Development Council, an update on trade and the Hong Kong economy.

A case study on doing business in Hong Kong and China was presented by Mr John Gerard, Director of Gerard Corporation. Ms Samantha Badcock, committee member of HKABA SA interviewed Mr Michael W Higgs, Director of World Wide Wearables and Ms Susan Lee, Co founder and Business Development Director of Soniclean about their experiences in Hong Kong.

In a survey undertaken at the event, 95% of attendees rated the event as good, and 79% of attendees would consider establishing or expanding their business in Hong Kong.

Market Access Program (MAP) Refinements

MAP grants are available to SA exporters participating in trade missions and other export related marketing activities. With the current economic slowdown, there has been a reduction in the number of applications made so I encourage eligible exporters to apply.

Recent refinements to the scheme include the following:

- Reimbursement limits for the category of travel, accommodation and on-ground transport increased from \$2,000 to \$2500
- Reimbursement level for inbound buyers and guests increased from \$1,000 to \$2000
- Time frame for eligibility changed to offer MAP to an eligible company for up to 3 consecutive years for a maximum of 6 successful applications in future
- Companies graduating from 7 (8) years of federal assistance are no longer eligible to revert back to MAP unless for projects which do not attract EMDG such as New Zealand.
- Reduction of red-tape such that the number of required application forms and questionnaires are reduced and application procedures streamlined

Next Round of MAP applications closes June 15th, remember you must apply before you leave on a trade mission. More details at www.southaustralia.biz or call 83032452

MEET THE FACES BEHIND THE PLACES:

Australia India Business Council : President Ken Meek

CITCSA's Marketing Officer, Sarah Newman, talked to Ken Meek, President of Australia India Business Council, about trade opportunities in India

1. What are market conditions like in India at the moment

Like the rest of the world, India is suffering as a result of the current economic turmoil. Good businesses will look beyond this and position themselves to capitalise on India's enormous growth potential when the good times roll.

It is confidently forecast that the Asia-Pacific region will lead the world's recovery. Australia's strategic location means we are well placed to take advantage of its opportunities. This means India is an important target market.

India's growth is projected to slow to 5.25% (source: International Monetary Fund) in 2009/2010, down from a five year average of 8.75%. On the other hand, the Reserve Bank of India has just announced the country's economy is likely to revive faster than other countries when the recovery starts. India's slowdown has hit the financial and manufacturing centres hardest, but the financial sector remains safe and well- capitalised.

2. What opportunities are available for Australians trading in India

India is Australia's sixth largest export destination and the fastest growing. A Free Trade Agreement is being negotiated that has the potential to provide the stimulus for South Australian companies to research markets for their goods and services.

The two countries are in the process of finalising plans to grow mineral resource and energy markets, and education services, general infrastructure, wine and food are all on the radar now. Automotive components are another potential export opportunity. There are few exceptions. Australia's investment in India is now in the range of \$3 billion and growing. With a population in excess of 1.2 billion against South Australia's 1.6 million, business people here do not need to pursue more than the smallest Indian markets to achieve a return on their investment.

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

International business practices are widely followed and Australians can expect to be well received because of the respect with which we are held. English is widely used. However, the Indian business culture is different to ours. Punctuality is not always observed and travel inside cities can slow down the call rate. These are normal obstacles for Australians doing business in almost any country.

Indian authorities follow a rather restrictive import policy so potential exporters need to understand what duties and tariffs could be applicable to their goods. The country is gradually reducing duties even though some are still high. That they are coming down is an incentive to start investigating markets.

4. How can the Australia India Business Council help exporters?

South Australian businesses do not have to go it alone. Equipped between business and Governments the Australia India Business Council is the conduit through which exporters and investors can make connections and leverage opportunities.

The Australia India Business Council is the only non-government business association in Australia devoted solely to promoting and developing bilateral trade and business relationships between the two countries. It holds regular business events in Adelaide for India-interested business people to meet and gain knowledge



Mr Ken Meek, President Australia India Business Council accepting the award for International Chamber of the Year at the 2008 CITCSA Awards.

CITCSA

"MEET the FACES behind the PLACES"

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