



CITCSA Flash

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Hong Kong Australia Business Awards Dinner – Showcasing South Australian leaders in business, politics and sport



Senator Penny Wong,
Minister for Climate
Change and Water.

The 2009 Hong Kong Australia Business Awards will be presented at a dinner to be held on Friday August 7th at the National Wine Centre with a 7pm for 7.30pm start.

This years' event is themed "Showcasing South Australia's leaders in business, politics and sport". Kelly Nestor from Channel 9 News will interview panel members Senator Penny Wong, Minister for Climate Change and Water; Peter Hanlon, Westpac Group Executive, Retail and Business Banking; and Mark Bickley, media and sports personality and now Assistant Coach, Adelaide Crows.

Ms Lorna Wong, Director of Hong Kong Economic and Trade Office based in Sydney, will deliver an update about business opportunities in Hong Kong.

Enjoy a South Australian three course dinner, premium wine from Condo Estate, Ross Estate and Farmers Leap, and a fashion parade featuring exciting local design talent.

Celebrate the achievements of South Australian businesses trading with Hong Kong SAR and China.

Tickets: \$135 members of HKABA, \$150 non members. Tables of ten \$1250 members and \$1400 non members

Book now with Angie Lewis at CITCSA ph 83000110 or email angie.lewis@citcsa.org.au before Friday July 31st 2009.



Trade Mission to Food Hotel Vietnam in October

The Australian Vietnamese Chamber of Commerce SA is organizing a trade mission to attend Food Hotel Vietnam from October 1 – 3 2009. The event will be held at the Saigon Exhibition and Convention Centre in Ho Chi Minh City, Vietnam.

In 2007, Food Hotel Vietnam featured 240 exhibiting companies from 22 countries/regions, and attracted 8374 trade professional from Vietnam and many countries. The 2009FHV event is the 5th International food and beverage, hotel, restaurant, bakery and food service exhibition and conference in Vietnam

For more information, exhibiting details and cost, contact David Dean, ph 0439750030 or email daviddean@adam.com.au by July 31st.

Trade mission to Italy in September

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 by July 31st.



His Excellency Mr Nguyen
Thanh Tan, Ambassador of
Vietnam with David Dean,
President of Australia
Vietnam Chamber of
Commerce SA in Adelaide
last month.



Trade Mission to Manila, Philippines October 2009

Jaquillard Minns Chartered Accountants, in association with the Australia Philippines Business Council SA, is taking a second market awareness mission to Manila in the Philippines from October 12 - 16 2009.

Jaquillard Minns is actively involved in assisting Australian businesses to investigate and establish businesses in the Philippines. They have successfully established offices in Manila achieving considerable cost savings for their clients and being able to source excellent staff in areas that can be difficult to recruit in Australia.

The visit will include visits to the offices of SuperGuardian Corporation, attend a meeting of Australia New Zealand Chamber of Commerce in Philippines, receive presentations on trade opportunities by Austrade, and on setting up a business operation in Manila including a review of tax incentives. A tour of Manila will also be provided.

The cost of participation is \$5500 plus gst which will include return economy airfares with Qantas, 3 nights accommodation at the Makati Shangri-La, transfers in Manila, and some meals. Limited places available. Deadline August 31st.

The previous mission in June has had successful outcomes with 2 companies to establish back office operations in Manila, one company is moving forward on discussions with regarding a joint venture with a major Filipino business, and another company is hopeful of getting a TV series on air in the Philippines with associated merchandise sales.

There will be a pre mission briefing and an information session about the Australian Philippines Business Council SA on Wednesday August 5th at 4.30pm – 6pm at Jaquillard Minns Chartered Accountants, 65 Gilbert Street, Adelaide.

Please contact Mr Phil Jaquillard if you are attending the briefing session or would like to participate in the mission. ph 82216551 or email phil@jaqminns.com.au

Trade mission to Bagdad in Iraq

The Australian Arab Chamber of Commerce are organising an Australian trade mission to Bagdad in Iraq from October 5 - 9th 2009. A number of companies including three from South Australia have already expressed interest in participating in the mission.

The mission will be lead by AACCI's National Chairman Mr Ray Najar who is based in SA, and Mr Robert Newton, CEO of AACCI from Canberra who have recently been in Iraq and understand the climate for business there.

If you are interested in participating, contact Robert Newton ph 0262708037 or email ceo@austarab.com.au for a copy of the itinerary and costs of participation by July 30th.

Changes to 457 Visa program

Are you employing overseas workers on 457 visas?

If the answer is **Yes**, then you should have received a letter from the Department of Immigration and Citizenship advising of a series of changes to the 457 visa, including:

- Increase of the Minimum Salary Level (MSL) of 4.1% on 1 July 2009
- From mid September the current MSL will be replaced by a market based minimum salary
- Progressive introduction from 1 July 2009 for visa applicants from some countries in trade occupations and chefs to undergo a formal skills assessment
- Increased language requirement to level 5 of International English Language Testing System for 457 visa holders (effective from 14 April 2009)
- The extension of the labour agreement pathway, from 15 May 2009, for ASCO 5-7 occupations
- The development of training benchmarks to clarify the existing requirement on employers to demonstrate a commitment to training local labour
- The introduction of the requirement for sponsors to attest that they have a strong record of, or a demonstrated commitment to employing local labour and non-discriminatory employment practices (effective from 27 June 2009).

To find out more information on the above changes, click here:

<http://www.immi.gov.au/skilled/skilled-workers/sbs/subclass-457-visa-reforms.htm>

If you would like to discuss these changes, or any migration related issue, please contact John Haren, Dept of Immigration and Citizenships Industry Outreach Officer to Business SA on 0434 076 437.



Australia Arab Chamber of Commerce & Industry Inc
مؤسسة التجارة والصناعة الأسترالية - العربية

Food Market Awareness Missions to Middle East and Singapore in 2010

CITCSA and the Australian Arab Chamber of Commerce are organising a food market awareness mission to Dubai in the Middle East including a visit to Gulffoods from February 18-24 2010.

CITCSA and the Australian Singapore Business Council are organising a food market awareness mission to Singapore including a visit to Food Hotel Asia from April 18 – 23 2010.

Food and beverage producers who are new exporters, or new to market exporters, and are interested in participating in either of these two food market awareness missions should contact Barry Salter, mission coordinator at CITCSA to obtain an information sheet and costs.. Ph 83000110 or email barry.salter@citcsa.org.au

Food Adelaide Trade Shows



Food Adelaide will be organising the South Australian Showcase at Food and Hotel Asia, FHA, in Singapore, April 2010. FHA is the largest tradeshow in the region, held only biannually it attracts serious importers and distributors of food and beverage products from around the world. Expressions of Interest are now open to be part of the South Australian showcase in one of the most prominent positions in the Australian Pavilion.

Contact Clare Bagshaw from Food Adelaide on 08 8300 0022 to register today and make sure you don't miss out!

Expressions of interest are also open for:
Wine and Gourmet Asia, Macau, October 2009
Food and Hotel China, Shanghai, November 2009

International Speakers for Marketing Week 2009

Marketing Week 2009 will feature two international keynote presenters: **Viveca Chan**, founder of WE Marketing Group, and **Catherine Eddy**, Executive Director, Client Solutions, Nielsen Indonesia.

These keynote presenters, who are based in the Asia-Pacific, will join Australian speakers and participants in Adelaide from 25-28 August. Marketing Week's packed four-day program is built around the theme 'Charge On! A Marketing led Recovery'.

Viveca Chan will speak at the 5.30pm session on Thursday 27 August on the topic 'Leading the charge in marketing in China'. Delegates will be invited to enjoy gourmet nibbles and refreshments and to take the opportunity to network with Chan after her address. Chan has extensive experience in China and has won several personal awards. Before starting WE, she was Chairman and CEO of Grey Global Group China/Hong Kong. WE combines international brand experience with local marketing expertise.

Catherine Eddy will present at 9.15am on Tuesday 25 August. Her presentation will be: 'How have businesses and consumers in SE Asia reacted to the challenge brought about by the GFC.' Eddy's discussion will focus especially on Indonesia and Vietnam as the high-growth countries in the region. Eddy joined ACNielsen Indonesia from Colmar Brunton Research in Australia after having established a CBR office in South Australia. Her client and industry experience are broad and cover pharmaceuticals, food and beverage, finance, government and NGOs, education, racing and gaming, utilities and industrials.



Ms Viveca Chan



Ms Catherine Eddy

She has spent more than 15 years working in the market research industry and has provided strategic advice on new product and market development, service quality and satisfaction, brand development, communications and advertising strategy. Eddy has also been a researcher and academic at the Marketing Science Centre, University of South Australia.

Marketing Week 2009 will be held at Holiday Inn in Hindley Street from August 25-28 2009. For more information and to book on line, go to www.marketingweek.com.au

MEET THE FACES BEHIND THE PLACES:

Australia China Business Council : President Sean Keenihan



(L-R) Nick Begakis AM, Chairman of CITCSA with Sean Keenihan, President of Australia China Business Council

CITCSA's Marketing Officer, Sarah Newman, talked to Sean Keenihan, President of Australia China Business Council SA Chapter, about trade opportunities in China.

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

China has weathered the global financial storm much better than most other countries and economies, and there are now tentative indications that China's (very substantial) stimulus policies are starting to take effect. From discussions with a number of our members, it is clear that overall consumer spending has remained relatively steady. The early rebound is good for Australian business.

Most commentators have China's growth rate returning to about 8% by the end of this year; Australian businesses with a China strategy therefore have a comparatively short wait for consumption and economic activity in China to return to levels which support strong bilateral trade activity. One of our members - a wine exporter - has trebled his sales to China in the first half of this year. The core message is that there are a myriad of opportunities for South Australian business to engage with China and in terms of timing, now is as good as any.

2. What opportunities are available for Australians trading in China

Growth in two way trade between China and Australia has been spectacular over the last decade. Consensus among commentators is that, despite the interruption of the current economic turmoil, this is set to continue. China is on the cusp of becoming Australia's most important trading partner; Australia has valuable commodities and increasingly provides the manufactured goods and services that China needs to fuel its massive industrialisation and urbanisation.

There has been a recent, much-publicised increase in both the scope and scale of Chinese investment activity in Australia. ACBC supports more Chinese investment into Australia and encourages greater transparency and reciprocal investment regimes in both countries to support greater bilateral investment. ACBC is supporting the inaugural SA Resources Chinese Investment Conference to be held in July in Adelaide, which will look at bilateral investment opportunities in the resources sector.

While there has not been any major shift in spending patterns for the average Chinese consumer recently, the fall in global demand and the policies and stimulus funding of the Chinese Government have shifted spending and investment in some sectors. One example is the Chinese Government's policy encouraging Chinese minerals companies to pursue a 1/3 - 1/3 - 1/3 strategy (sourcing raw materials in the ratio: 1/3 from mines in which they have an equity interest, 1/3 from long term supply contracts, and 1/3 from the spot market) Such initiatives, combined with healthy stimulus activities, have resulted in revitalised Chinese investment in the foreign resources industry, particularly in Australia.

The other big shift is the increase in Government funded infrastructure projects within China, although the opportunities for foreign companies to benefit directly from these projects are relatively limited. However, the strong domestic demand that has attracted so many foreign companies in the last 20 years is remaining high due to Government stimulus policies, and this offers real opportunities for most SME's, provided that they avoid any industries or markets with exposure to the collapsed export/import markets. There are good opportunities for those who can identify changing trends in consumer behaviour associated with the development of the domestic economy and ACBC networks are excellent at providing this sort of knowledge.

CITCSA

"MEET the FACES behind the PLACES"

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

China represents a very large market with varying regional characteristics. There is necessarily more than one way to approach doing business with China and be successful. ACBC facilitates its members to gain greater insight into how to be successful in China. The ACBC is a membership based organisation comprising a national office, 6 branches around Australia and more than 1,500 representatives from over 700 companies who do business with China. This provides us with an extensive network and pool of information on the latest information developments in the Australia China bilateral relationship.

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

ACBC members become part of a valuable network of senior business people and Government decision makers from Australia and China. Our members include influential individuals and businesses - large and small.

The ACBC facilitates seminars, publications and networking opportunities to assist businesses to develop a deeper understanding of both the opportunities and the challenges for doing business with China.

Earlier this year the South Australian branch of ACBC ensured that its members were up to date with the very latest information on the Chinese economy, hosting a presentation by HSBC's Chief Economist, Mr John Edwards.

On Friday 29 June the ACBC SA Branch co-hosted an event with the Australia India Business Council where the Premier of South Australia, the Honourable Mike Rann, spoke about the South Australian State Government's policy settings and activities in respect of the China and India markets.

Later in the year, ACBC will be hosting a forum to update South Australian business on the very latest critical developments and issues for two way trade with China.

ACBC is continuing to work collaboratively with the Confucius Institute at the University of Adelaide to run regular "China Briefings".

ACBC also plays an influential role as an advisor to the Australian Government under commercial relations with China. We represent our members' views to Australian and Chinese policy makers and act as a conduit between governments and the Australian business community.

For more information on the Australia China Business Council visit www.acbc.com.au

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