



CITCSA Flash

CITCSA Patron:
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Australia

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New CITCSA Board member elected at AGM

Mrs Kerry Lewis, President of the Korean Chamber of Commerce SA was newly elected and Mr Steve Marafiotte, representing the Australia Arab Chamber of Commerce, was re-elected to the 2009/2010 CITCSA Board at the CITCSA AGM held on Wednesday September 23rd.

They join fellow elected members Mr John McLachlan, Secretary, Hong Kong Australia Business Association (SA), Mr Ken Meek, President, Australia India Business Council (SA), Mr Leon Coppins, President of Thailand SA Business Council, who are half way through their two year term, and appointed members Mr Wayne Parham (DTED), Ms Patricia Moessinger (Austrade), and Ms Penny Gale (Business SA) on the CITCSA Board.

At the Annual General Meeting, CITCSA Chairman Mr Nick Begakis AM thanked each of the 40 ethnic business member organisations who have helped CITCSA collectively achieve its Key Performance Indicator goals for trade missions and events to deliver great outcomes for South Australia. CITCSA member organisations facilitated successful outbound trade missions to Malaysia, Latvia, Italy, Israel, New Zealand, China, Dubai, and Hong Kong, and hosted valuable inbound trade missions from Hong Kong, China, Africa and India.

Over the past year, CITCSA had run 15 networking events including the CITCSA Expo, CITCSA Awards Dinner, and Minister's dinner for Presidents at Parliament House, and organised 4 export industry workshops on export grants, trade missions and country specific briefings.

Mr Begakis said that CITCSA looks forward to continuing our work with the Department of Trade and Economic Development in complementing their international trade activity in countries where the government has local representation and fulfilling market access facilitation for bilateral trade in niche markets in other countries throughout the world where SA is not locally represented.

He said that CITCSA was effective as a lobbying body with the Federal Government on export grant issues, and had provided input into the Mortimer Report and the Review of the Australian Citizenship Test.

Mr Begakis announced that The Australia Chile Chamber of Commerce had joined CITCSA over the past year, and that he was delighted that long term supporters of CITCSA, the Hon John Olsen AO, former Premier of the State, and Professor Alfred Huang AM, former Lord Mayor, have been appointed as Special Envoys for the United States and China respectively.

Mr John Michell, State Director of Department of Foreign Affairs and Trade, was the guest speaker. He gave an excellent presentation on Australia's current free trade agreements and an update on those being negotiated with our key trading partners. Current information on free trade agreement negotiations and how companies can participate in the process are available on the DFAT website:

www.dfat.gov.au/trade/ftas.html

John provided information about Australian Government consular assistance that is available to Australian travellers at our 167 overseas posts or at the DFAT 24 hour service centre in Canberra. DFAT issues regular travel advisories providing information about security and health issues in overseas countries. He referred members to the website

www.smarttraveller.gov.au

Nick Begakis AM, Chairman of CITCSA in acknowledging his excellent presentation, advised during the meeting John Michell was completing his term in Adelaide on October 23rd and thanked John for his work in South Australia over the past twenty seven months.



Kerry Lewis, President
Korean Chamber of
Commerce SA and new
CITCSA Board member



Steve Marafiotte, Australia
Arab Chamber of
Commerce and Industry
and CITCSA Board
member.



Mr Nick Begakis AM,
CITCSA Chairman with
John Michell, State
Director of Department of
Foreign Affairs and Trade

CITCSA raises funds for World Vision



CITCSA Chairman Nick Begakis AM and CITCSA Marketing Officer Sarah Newman present a cheque for \$3580 to Cherith Frisby-Smith, Relationships Manager for World Vision SA/NT

CITCSA members raised \$3580 to benefit World Vision's Manzil Street Child reunification and support project in Pakistan at its 2009 CITCSA Awards Dinner on Friday September 4th. The major prize of a trip to Singapore flying Singapore Airlines was generously donated by Mrs Janet Chin from **Tee Lee Travel** in Gouger Street. CITCSA supporters provided 15 other great prizes.

Trade Mission to Israel

The Australia – Israel Chamber of Commerce will be leading a National trade mission to Israel November 2009 focussing on Water Management, Water Technologies, and Sustainability (as well as other areas of interest to delegates such as Cleantech and Agritech) The mission will coincide with Israel's International Water Conference Watec 2009-
www.water-israel.com

Our South Australian group will be led by Dr Ian Chessell, Chief Scientist for South Australia. The trade mission is specifically designed for CEO's and management from business, government and academia. It will combine exposure to senior Israeli industry figures together with topical high level business meetings designed to expose delegates to innovative business ideas and opportunities.

Key objectives of the mission include investigating Israeli expertise in: Management of water resources, water reuse and water recycling, water desalination, water saving, alternative energies, waste management and technologies, cloud seeding, water security, river restoration and purification, agriculture under arid conditions, irrigation using effluent and saline water, clean technologies to ameliorate Climate Change and updates on the latest Agritech products and solutions.

The mission will also examine Israeli government policy success in promoting R&D activities in a range of related fields. It will create an opportunity for Australian organisations participating to increase their exposure to the Israeli and International market and help promote Australian companies to a global audience in attendance at the Watec conference. For a draft program and delegate form for us to suggest potential meetings while you are in Israel, contact Alisha Fisher, CEO, Australia Israel Chamber of Commerce (SA) ph 8221 7004 or alisha@aicc.org.au



Dr Ian Chessell, Chief Scientist for South Australia.

New President for Thailand SA Business Council



Mr Leon Coppins, President TSABC; Ms Gosia Skalban OAM Member SA Multicultural and Ethnic Affairs Commission (representing The Lieutenant Governor); Mrs Orapin Plummer President Thailand Culture Association (SA) Inc; Mrs Jaye Walton OAM Hon Consul - General SA & NT for Thailand .

Mr Leon Coppins, CITCSA Board member, has been elected President of the Thailand SA Business Council. Leon replaces Mr Peter Wadewicz in the position. The Thailand SA Business Council is planning a trade mission to Thailand in March 2010.

Bastille Day Gala Dinner

The 14th July, is the date France celebrates Bastille Day with a parade of the troops on the Champs-Élysées, the French Australia Chamber of Commerce and Industry SA hosted its main event at the Hyatt Regency where 245 guests were greeted in a festive atmosphere for a dinner of French cuisine and a dance soiree.

A fabulous banquet was superbly presented under the direction of French/Australian chef Frédéric Broussard and executed by his staff with absolute style. Entertainment was typically French with performances by Lisette and her Faux Manouches and renowned DJ Arnaud Benassi played a great repertoire of music, including popular French songs to entice guests to dance.

Thanks to our members and prize sponsors, lucky guests won amazing presents including interior design items, wine & fine food products, cosmetics, lingerie, theatre tickets and French courses at the Alliance Française of Adelaide.

Médecin Sans Frontières benefitted from the popular events and fund-raising was inspired by an emotive video of its work. We extend a big thankyou to our corporate sponsor Australian Motors, our supporting sponsors: Intramar, Exportia, Intimo, Polyglot and Celtic equities management, and many thanks to our partner Alliance Française of Adelaide.

New French Foreign Trade Advisor in SA

In July 2009, Ms Christelle Damiens, Director of Exportia, was appointed by the Prime Minister of France to the position of French Foreign Trade Advisor in Australia (Conseiller du Commerce Extérieur de la France).

French Foreign Trade Advisors are appointed for a period of three years by decree of the Prime Minister following the submission from the Foreign Trade Minister. For 110 years, their role has been to promote French Overseas trade, to advise the French government in this matter, to share their expertise about foreign trade notably with Enterprises Small and Medium, and to encourage international careers among young professionals. View more on CCEFs on <http://www.cncef.org/>



Ms Christelle Damiens,
Secretary of French
Australia Chamber of
Commerce

Food Market Awareness Missions to Middle East and Singapore in 2010



CITCSA and the Australia Arab Chamber of Commerce are organising a food market awareness mission to Dubai in the Middle East including a visit to Gulfoods 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

Hong Kong Wine Expo and Wine mission to China

The Hong Kong International Wine and Spirits Expo is an emerging wine trade exhibition in Hong Kong in Asia. The show is organised by the HKTDC as part of the Government's initiative to make Hong Kong a wine trading hub of Asia coupled with the abolition of wine import duties.

Last year 240 exhibitors from 25 countries and regions attended the debut event. Over 8750 trade visitors and 10,000 public visitors attended the show, representing over 55 countries and regions. The show provides the perfect opportunity to obtain first-hand market knowledge of Hong Kong and Asia. You can promote your company and brands by leveraging the internationally recognized 'Wine Australia' branding via the Australian Pavilion, and pre-event exposure organized by Austrade's regional network.

The show will be held at the Hong Kong Convention and Exhibition Centre, 4 – 6 November 2009. The Hong Kong Australia Business Association (HKABA) of SA and Business SA are organising a joint trade mission covering the Hong Kong International Wine & Spirits Fair (HKIWSF) and a roadshow to Dalian, Shenyang and Harbin in Northeast China. The mission will visit Hong Kong from 3 November and travel around Northeast China, 7-11 November. There will be options to participate in the HKIWSF, the Northeast China roadshow or both.

For more information about the Wine Expo, contact Ian Mathison of HKABA at ian_mathison@inet.net.au ph 0411519757. For information about the wine road show to northern China, contact Laura Jia at Business SA at lauraj@business-sa.com ph 83000013.

HKABA SA Chapter raises funds for Parkinson's SA



Presenting cheque to Parkinson's SA for \$3555 from the HKABA Business Awards Night proceeds. From left, Mr Patrick Ho, President of HKABA SA Chapter inc, Ms Christine Belford, CEO Parkinson's SA & Mr Barry Salter, Executive Manager CITCSA.

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"MEET the FACES behind the PLACES"

MEET THE FACES BEHIND THE PLACES:

Chris Rees, Australia Consul - General and Senior Trade Commissioner in Osaka, Japan

Chris Rees, former State Manager of Austrade in SA and former CITCSA Board member, made a presentation to 450 new students at the Kansai Gaidai University in Japan and talked about the importance of language in modern business. We reprint his presentation here.

"Is knowledge of a foreign language an obsolete skill in the modern world?"

The internet has made the gathering and dissemination of information faster and easier than any of us thought possible. The latest reports, analyses and studies are available online within minutes of publication. Research that would have required hours if not weeks of work, trips to libraries, requests to obscure foreign organisations, advance ordering of limited edition publications, can all now be done in minutes without leaving your room. And it isn't just the latest info, massive amounts of archival and historical data is being uploaded every day.

Apart from information, people's views, opinions and observations are captured and are accessible via blogs, tweets and other forms of social interaction on-line. A dazzling array of networks of shared interests can be formed and joined in seconds – social networking sites like mixi, Facebook, LinkedIn and more can connect you with friends and potential business associates around the world.

As well, business practices around the world are becoming more standardised, global platforms for multinational firms are being utilised, meetings are increasingly conducted from continent to continent by video conference. Farmers in Brazil and sugar processors in Korea talk regularly to each other. Indigenous artists in remote Arnhem Land in Australia talk to their dealers in London by iPhone.

So, in such a world, where any information is accessible so easily, where knowledge is no longer a barrier, where technology has truly created a global village, why on earth would anyone embark on a university program to learn another language, to study the nuances of another culture, and to come to grips with business practices of different markets? Surely, these are the obsolete pursuits of pre-internet people, dinosaurs in a modern age of business at the speed of thought??

Well, frankly, no. These studies are perhaps even more relevant and important now than in years gone by. Of course, the context is different now. We no longer need to learn languages simply to communicate with each other. And other countries' cultures are no longer barriers behind which peoples can hide.



Chris Rees, Consul General and Senior Trade Commissioner, Osaka, Japan.

But with the myriad of choices available to us, the amount of information we can access and use, when it comes to connections – understanding people, building relationships, forming bonds, doing business – we need something else. We don't need information, we need understanding.

Language is not just a medium of communication. It determines how we think, and how we respond to situations. If you want to really communicate with someone, you need to know how. Communication is a two-way street, and to really communicate you must not just consider what you say, but what the other person hears. It is a stage you must build in order for your play to take place.

Nelson Mandela said, "If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart".

Our technological age provides us with more information than we can possibly process. But it is what we do with that information, how we use that information in our communication, that is our challenge.

[Benjamin Lee Whorf](#) said "[Language shapes the way we think, and determines what we can think about.](#)"

So how can we communicate with someone if we do not know how they think, and what they think about? How can we know what they want, and what they need, if we know nothing of their language?

Indeed, do we know what we want? Goethe said "[Those who know nothing of foreign languages know nothing of their own.](#)" He meant that, until you study another language, dive deep into its different nuances, meanings and the history of its words, you can never have a full appreciation of the same elements of your own language. And surely, before we can begin to communicate with others, we need a command of our own language?

Consider Japan in 2009.

Japan is struggling with its own economic and social problems. Media commentators seem to enjoy describing this struggle as almost unwinnable. For me, I look back at Japan's history, and in my own opinion, I think Japan's finest moments have come when it has overcome adversity, and risen to challenges. Japan does this by working together, by invoking a sense of spirit and of unity. And how does it do this? By sending everyone emails? By writing on everyone's Facebook wall? Of course not. By using language in a strong, reassuring, persuasive way. Language is set to become a unifying force again in Japan. Despite the fact that almost everyone seems to be communicating with each other and with the world via their mobile phones, there are a void which will be filled by language.

I myself studied Japanese at high school and university and, while I was a poor student, I found that the insights I gained from my involvement with the Japanese language shaped me, my thoughts and my career. Now, to be clear, it is not the words themselves that give you these insights. It is when you use these words as a bridge between people that true understanding comes. As I look back on my own career, I would say that my decision to focus on learning a language, and in my case the Japanese language, was one of the things for which I am most grateful to my teenaged self."

Chris Rees, September 2009.

For information about the Japan Australia Business Council in SA, go to www.jabc.com.au

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