



# CITCSA Flash

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## 2010 Chinese New Year – Year of the Tiger

### '新年快乐Xin Nian Kuai Le!'

The Chinese New Year is the most important event of all the traditional Chinese holidays and New Year celebrations which run for 14 days. Many businesses in mainland China, Hong Kong, Macau and Taiwan close for a few days. The Year of the Tiger commenced on February 14<sup>TH</sup> and ends on February 3<sup>RD</sup> 2011. In Chinese culture, a tiger is the king.

If you were born in 1914, 1926, 1938, 1950, 1962, 1974, 1986, 1998, you are likely to be a tiger depending on your birth date.

Tiger people are sensitive, given to deep thinking, capable of great sympathy. They can be extremely short-tempered, however. Other people have great respect for them, but sometimes tiger people come into conflict with older people or those in authority. Sometimes Tiger people cannot make up their minds, which can result in a poor, hasty decision or a sound decision arrived at too late. They are suspicious of others, but they are courageous and powerful. Tigers are most compatible with Horses, Dragons, and Dogs.

Some famous tiger people are Agatha Christie, Ho Chi Minh, Sir Richard Branson, Steve Irwin, Oscar Wilde, Stevie Wonder, Tom Cruise and Karl Marx.

Our thanks to Leonie McKeon at Chinese Language and Cultural Advice for this information  
[www.clca.com.au](http://www.clca.com.au)

## Chinese New Year Celebration Saturday February 27<sup>th</sup> 2010

The Chinese Chamber of Commerce will be celebrating the Chinese Lunar Year of the Golden Tiger on Saturday 27<sup>th</sup> February from 6.30pm at the Adelaide Convention Centre.

Entertainment includes the traditional lion dance, Chinese Dancing Performance, Martial Arts demonstration, 5 piece live band "Groove Jets" and dancing all night.

Deluxe Banquet with wines, beer and soft drink included. Formal dress.

Tickets for \$128 available form Tee Lee Travel ph 82123822 or K See ph 82697892 or 0418830968

## Trade Mission to Thailand May 2010

The Thailand SA Business Council are organising a mission to Thailand from May 9- 14 2010.

Leon Coppins as President of the Thailand SA Business Council will be leading the mission which will include visits to the Thai FEX World of Food Asia expo in Bangkok

([www.worldoffoodasia.com](http://www.worldoffoodasia.com)) and the Sub Con fair in Bangkok.( [www.subconthailand.com](http://www.subconthailand.com) )

Our thanks to the Thailand Board of Investment and Austrade Bangkok for their assistance in this mission

There is an initial briefing at Enterprise House Room 4 on Wednesday February 17<sup>th</sup> from 3.30pm with members of the Thailand Board of Investment.

Please contact Leon Coppins ph 0413739648 or email [admin@approvalaustralia.com](mailto:admin@approvalaustralia.com) if you wish to participate in this mission.



## New Australian Ambassador to Spain



*l-r Mr Manuel Sanchez, President of Spanish Chamber of Commerce SA; Ms Zorica McCarthy, Australia Ambassador to Spain, Mr Joaquin Artacho, Hon Consul of Spain in SA*

Ms Zorica McCarthy has been appointed as Australia's Ambassador to Spain based in Madrid. She was in town recently and received a briefing from members of the Spanish Chamber of Commerce in SA about business opportunities in South Australia. Ms McCarthy was most recently the Australian High Commissioner to Pakistan. She has served overseas in Seoul, Washington, New York, Port Moresby and Rome. Ms McCarthy holds a Bachelor of Arts degree (Honours) from Flinders University and speaks French, Italian and Spanish.

## Briefing for Food Mission to Singapore and South Australian stand at Food Hotel Asia in April 2010

There will be a pre mission briefing on Thursday March 4<sup>th</sup> at 3pm at the SA Food Centre at Regency College for participants in the Food Mission to Singapore in April 2010.

CITCSA and the Australian Singapore Business Council have organised a food market awareness mission to Singapore for food and beverage producers who are new exporters, or new to Asia exporters including a visit to Food Hotel Asia from April 17 – 23 2010.

The mission will introduce participants to the food and food related service market in Singapore with industry visits to hotels, restaurants, supermarkets, and retail outlets, and the sea and air ports. Mission Leader is Mr Ernie Goh, President of Australian Singapore Business Council SA.

With a population of 4.3 million, and over 10 million tourists on average annually, Singapore is a substantial market for all kinds of food and beverages, hospitality equipment and services. South Australia's food exports to Singapore were valued at over AU\$33 million in 2007.

Contact Barry Salter, mission coordinator at CITCSA if you would like to attend the briefing or for information about the trade mission, and the itinerary. Ph 8300 0110 or email [barry.salter@citcsa.org.au](mailto:barry.salter@citcsa.org.au)

Food Adelaide is organising the South Australian Stand at Food and Hotel Asia in Singapore, April 21-24 2010. It is the largest tradeshow in the region, held only biannually, and it attracts serious importers and distributors of food and beverage products from around the world.

FHA attracted 36,956 global trade visitors from 90 countries and there were 2626 exhibiting companies from 70 countries/regions at this event in 2008. Contact Clare Bagshaw from Food Adelaide on 8300 0022 or [clareb@business-sa.com](mailto:clareb@business-sa.com) to register your interest in exhibiting.





*l-r Ms Alice Jim, SA Representative in Hong Kong; Mr Phil Ingham, Deputy Consul-General (Commercial) and Senior Trade Commissioner, Austrade Hong Kong; Ms Merlinda Ng, Worldwide Seafood; Mr Patrick Ho, President of Hong Kong Business Association SA Chapter; Ms Vivien Lee, Managing Director Worldwide Seafood; Mr Hieu van Le AO, Lieutenant Governor of SA; Mr Michael Higgs, World Wide Wearables, Mr David Livingstone, Deputy Consul-General Hong Kong; Ms Debra Biber, Chief Executive, Australian Chamber of Commerce Hong Kong and Macau; Mr Randall Tomich, Tomich Hill Wines*

Mr Hieu Van Le AO, Lieutenant Governor of SA and Patron of HKABA – SA Chapter, lead this year's South Australian delegation to the 10<sup>th</sup> Hong Kong Forum, Small Medium Enterprise Expo and mission to the Pan River Delta in Guangdong Province in southern China from December 1-5 2009. There were 15 business people in the SA delegation.

The delegation received a briefing on commercial opportunities in Hong Kong by Australia's Deputy Consul General Mr David Livingstone and Austrade Senior Trade Commissioner Mr Phil Ingham.

The delegation went on a tour of the recently renovated Hong Kong Convention and Exhibition Centre, and the Ocean Park Hong Kong's Giant Panda sanctuary. AustCham Hong Kong members joined the delegation for a luncheon, and in the evening, the delegation met with members of the Adelaide Alumni in Hong Kong which was organised by the CPA Hong Kong office management team.

The delegation attended the Hong Kong Forum from December 2-3 which featured key speakers in the Star Leader Forum: Ms Annie Wu, Managing Director, Hong Kong Beijing Air Catering Ltd; Mr Vincent Lo, Chairman Shui On Group; Sir Gordon Wu, Chairman, Hopewell Holdings Limited.

The Secretary for Development in Hong Kong, Mrs Carrie Lam delivered an address entitled – "Hong Kong: A New Dimension of Infrastructure". The Chief Secretary, HKSAR, Mr Henry Tang was guest speaker at the 2009 HK Forum Welcome Luncheon.

Members of the delegation visited the 8<sup>th</sup> Estate Winery located near Ap Lei Chau near Aberdeen Fishing Harbour, Hong Kong's first winery that imports grapes from some of the best regions in the world.

The full report on the mission and photographs are available of the HKABA's website at [www.hkabasa.asn.au](http://www.hkabasa.asn.au)

## Ilmars Lulis OAM steps down as President of Latvian Chamber of Commerce



l-r Mr Ilmars Lulis OAM, Immediate Past President of Latvian Chamber of Commerce SA ; Mr Valdis Tomanis , President of Latvian Chamber of Commerce SA

One of our longest serving CITCSA Presidents Mr Ilmars Lulis, OAM, has stepped down as President of the Latvian Chamber of Commerce after serving over 15 years. Mr Lulis lead a number of missions to Latvia. CITCSA wishes to thank Mr Lulis for his support of CITCSA as a founding President of a CITCSA member since our inception in 1994 and wishes him the best in his retirement.

CITCSA

“MEET the FACES  
behind the PLACES

### Meet The Faces Behind the Places

#### Valdis Tomanis, President Latvian Chamber of Commerce and Industry Australia

Sarah Newman, CITCSA's Marketing Officer spoke to Dr Valdis Tomanis, President of Latvian Chamber of Commerce SA and Hon Consul for Latvia about international business opportunities in Latvia.

The year was 1992, and Latvia had regained independence only a year before. As ‘the first Australian stupid enough’ to export a full container load of wine to Latvia, Dr Valdis Tomanis encountered a small problem.

‘Latvians were unwilling to buy wine, which was double the price of vodka and a less effective intoxicant. It took a while to explain that wine is for enjoyment, not for getting drunk.’ Today, wine makes up almost half of the \$8 million of goods Australians export to Latvia annually.

‘At the moment I'm looking at supplying the duty-free shop in Riga Airport. The airport is one of the busiest in north-eastern Europe with well over 100 flights per week but stocks no Australian wine. I'm also developing a relationship with Latvia's airline Air Baltic to supply them with Australian wines. They currently buy from France, Spain and Italy, but are interested in stocking Australian wines which they perceive to be of high-quality, and more exotic than European labels.’

The rapid growth of wine appreciation in Latvia mirrors growing interest in other imported products. Dr Tomanis speaks from personal experience when he lists the opportunities he sees for Australians exporting to Latvia.



Dr Valdis Tomanis,  
President, Latvia Chamber  
of Commerce and Industry  
Australia, and Hon Consul,  
Consulate of Latvia

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'Meat is a big potential export, particularly kangaroo, ostrich, beef and lamb. Australia has great lamb, and currently Latvians import a lot from New Zealand; I think that's a market we can get into.'

'Hair and skin care are good markets for Aussies, especially for 'green' and natural products. Tea tree oil and emu oil are other good exports, as is tourism.'

Dr Tomanis was one of 30,000 Latvians who came to Australia as refugees following World War II. Despite leaving Latvia as an infant, he has maintained a strong connection with his native culture, speaks Latvian fluently and visits 'once or twice a year.'

Dr Tomanis has a good deal of experience importing as well as exporting, and sources Baltic pine furniture for his store Baltic Trends.

'Baltic pine is much better than Australian pine. It takes 100 years to grow, giving the timber a greater density and preventing it from twisting and turning like the Australian pine can. It makes fantastic log cabins. In fact, log cabins are one of the top eight products exported from Latvia. I worked prices out, and including shipping to Australia, they compare very favourably to normal brick veneer homes. They'd do well in Victoria, where there are no real white ant problems, or in snow country.'

'Latvia also makes some terrific cheeses, leather goods and soaps. One Latvian soap company just opened 20 franchises in China. The 'B-Phone', a baby monitor with unlimited range, is another Latvian product doing well.'

'Eco-tourism is an area in which I see a lot of potential' says Dr Tomanis. 'There are more storks in Latvia than in any other country on earth. Why is that? Because storks eat frogs, and frogs are plentiful in Latvia. Frog populations are considered an indicator of an area's ecological health, and Latvia is a very clean, green country.'

Latvia's economy has hit a low point as a result of the economic crisis and a recent real estate 'bubble' and associated inflation.

'Overall, imports have fallen below the level of exports, a dramatic reversal for a nation that has run a current account deficit almost constantly since independence. However Latvians are still buying Australian products, and last year Australia exported more than ever to Latvia.'

The Latvian Chamber of Commerce drives a lot of this trade. It holds a lecture every year in Latvia promoting Australia and Australian products, facilitates tours and trade missions, and assists local businesses who wish to break into the market.

'We provide contacts, market information and advice from our personal experience, but the truth is it's not hard to do business in Latvia. There's virtually no language barrier, no visa issues and the few ex-communism problems that did emerge following independence have been ironed out. The government is enthusiastic in helping businesses in any way they can; they want Latvia to grow and they realise that comes from international trade.'

'The most difficult factor in trade with Latvia is the same issue you'll encounter with any European country: distance from Australia. We've had a lot of experience getting around the delay and payment-term issues that emerge in long-distance trade, and we can help businesses deal with it.'

Contact Dr Valdis Tomanis to join the Latvian Chamber of Commerce 82931330 or email [baltic@westnet.com.au](mailto:baltic@westnet.com.au)

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