



CITCSA Flash

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

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Benchmark Your Business with the 2010 EFIC Global Readiness Index

“How has the global financial crisis changed the trends and outlook for exporting and investing offshore over the last 12 months? How ready are Australian businesses for the opportunities and challenges of today’s ever-changing international marketplace? In other words, what is their current state of ‘global readiness’?”

Export Finance and Insurance Corporation (EFIC), the Australian government’s export credit agency, is conducting its annual Global Readiness index (GRi). The GRi is a wide-ranging study of the current destinations for Australian exporters and offshore investors, their motivations and the barriers they face in an increasingly globalised world.

Now in its third year, this unique Australian study will provide Australian business with a comprehensive picture of the opportunities and challenges on the path to participating in today’s global supply chains. It will also compare results with those from the 2009 survey and is expected to show some interesting insights as a result of the global economic downturn.

Why should you participate?

All survey participants will receive a customised benchmark report for their business and a discounted subscription offer from EFIC’s GRi media partner, BRW magazine.

In addition, the first 250 participants will receive two Hoyts movie passes.

What did the GRi reveal last year?

In 2009, over 720 businesses across the country participated in the GRi. Most of these were small and medium-sized enterprises. You can view a summary of the 2009 results at www.efic.gov.au/gri. The 2009 GRi took place during a worldwide credit crunch and a severe downturn in world trade and production. Despite this, the survey results showed that Australian businesses with export and offshore operations were optimistic about globalisation and had ambitious plans for growth. Eighty-four per cent of companies with offshore operations planned to expand them, 52% within 12 months. Of respondents without offshore operations, 44% planned to go offshore, 32% within the next two years.

The overwhelming motivation for companies to globalise was to increase revenues and market share. The next most important drivers were to gain proximity to end markets and the Australian market being too small.

Access to finance was rated by far the most significant obstacle to going global. Fifty-eight per cent of respondents saw it as a barrier (a steep increase on 2008) and 34% nominated it as the biggest obstacle. The smaller the revenue of a business, the more likely that finance was a barrier.

A high percentage of respondents – 82% - relied on retained earnings to finance offshore expansion, while only 30% used a debt facility from an Australian financial institution.

The online survey closes on **31 March** and only takes around 10 minutes. To complete the survey visit www.efic.gov.au/gri

EFIC is a sponsor of CITCSA.



2009 Governor's Multicultural Awards Winners



His Excellency Rear Admiral Kevin Scarce AC CSC RANR, Governor of South Australia, with the Governor's Multicultural Awards 2009 Winners (back row, left to right) Ms Anisa Yaser, Refugee Services, Families SA, Dr Borhan Saaid, Mr Derrick Casey, Commercial Cookery and Hospitality Team TAFE SA, Dr Henry Kristall, Chairperson, Nexus Multicultural Arts Centre, Ms Cristina Descalzi, Chairperson, Ethnic Broadcasters Inc (5EBI), Dr Zheng De Han and Mr Brian Hayes QC and (seated, left to right) Ms Anamta Mahmood (representing her father Dr Mohammad Afzal Mahmood), Ms Claudia Cream, Ms Lara di Fabio (representing Mr Andrew Antenucci).



Six outstanding individuals and four organisations won 2009 Governor's Multicultural Awards. The Governor of South Australia, His Excellency Rear Admiral Kevin Scarce AC CSC RANR, presented the Awards at a reception in the Government House grounds on February 23rd. The Awards honour outstanding contributions to promoting social harmony and inclusivity and the positive influence of cultural diversity in the community.

The 2009 winners are:

Outstanding Individual Achievement Award **Ms Claudia Cream**

Volunteer Award **Dr Borhan Saaid**

Public Sector Award (Joint Winners) **Commercial Cookery and Hospitality Team, TAFE SA /Refugee Services, Families SA**

Private Sector Award **Mr Brian Hayes QC**

Community Sector – Individual Award **Dr Mohammad Afzal Mahmood**

Community Sector – Organisation Award **Nexus Multicultural Arts Centre**

Youth – Individual Award **Mr Andrew Antenucci**

Media – Individual Award **Dr Zheng De Han**

Media – Organisation Award **Radio 5EBI**

Lieutenant Governor and South Australian Multicultural and Ethnic Affairs Commission Chairman, Hieu Van Le A.O., said the awards, judged by an independent panel appointed in consultation with the Governor and with the Multicultural Communities Council of South Australia, were an opportunity to acknowledge exceptional achievements.

They would also encourage all South Australians to recognise cultural diversity as a positive influence in the community and to promote multiculturalism and community harmony.

CITCSA congratulates Mr Brian Hayes QC, who is National Chairman of the Australia India Business Council, on his win. Brian won our CITCSA Business Ambassador of the Year in 2009. We congratulate Ms Claudia Cream for her outstanding achievement win. She was a founder member of the Chinese Chamber of Commerce in SA.



Mr Barry Salter, Executive Manager, CITCSA; Ms Kanchana Noppun, Director, Thailand Board of Investment, Australia; Ms Duangjai Asawachintachit, Assistant Secretary General, Thailand Board of Investment; Mr Leon Coppins, President of Thailand SA Business Council.

The Thailand SA Business Council are organising a mission to Thailand from May 9- 14 2010. Participants in the mission attended an initial briefing at Enterprise House on Wednesday February 17th with visiting members of the Thailand Board of Investment.

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) and the Sub Con fair in Bangkok. (www.subconthailand.com) Our thanks to the Thailand Board of Investment and Austrade Bangkok for their assistance in this mission

Please contact Leon Coppins ph 0413739648 or email admin@approvalaustralia.com if you wish to participate in this mission.

"New" Adelaide Convention Bureau



ACTA (Adelaide Convention Tourism Authority) has become the **ADELAIDE CONVENTION BUREAU** with the name change now bringing Adelaide into line with other Australian and global peak bodies also operating as 'Convention Bureau'. This will assist with gaining recognition and trust from potential clients, and also when collaborating with Australian peers to promote Australia.

In addition to a new name, and after extensive research and consultation, a new logo based around a 'bright spark' atom has been unveiled. It features a central hub that, whilst emitting bright sparks symbolising innovation, teamwork, knowledge, inspiration and collaboration, remains connected to a series of smaller atomic hubs representing the city's ties to our regional centres, our profile as a thinking city, a city of convenience and our cultural and experiential offerings.

The messages focus on 5 key attributes as the cornerstone of the strategy to attract business events and incentive business travel to South Australia. The messages are; 'Team Adelaide' which is the campaign name given to the collaborative approach we take to attract the business, 'The 20 Minute City', 'The Thinking City', 'World's Best Wine' and 'The Australian Experience'.

The economic benefit to South Australia resultant from the success of the Adelaide Convention Bureau in bringing business events and incentive tourists to the state is in excess of \$100m annually. More information at www.adelaideconvention.com.au

The Adelaide Convention Bureau is a supporter of CITCSA.

Food Mission to Singapore and South Australian stand at Food Hotel Asia 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.

Contact Barry Salter, mission coordinator at CITCSA for information about the trade mission, costs and the new itinerary. Ph 8300 0110 or email barry.salter@citcsa.org.au

Marche Oz Trade mission to Southern France

Enterprise Oz, the French Australia Chamber of Commerce and Industry SA and CITCSA are organising a trade mission to the French Riviera focussing on the commercial potential of the Monaco and French Cote d'Azur in October 2010.

There will be an information session held on Tuesday March 23rd at 6pm at Meeting Room 1C ground floor, Enterprise House, 136 Greenhill Road, Unley. Mission details available at www.enterpriseoz.com or call Craig Bowyer 0429 002 399

Wongs celebrate 20 years of Business in South Australia



I-r His Excellency Mr Adnan Jaafar, High Commissioner of Brunei Darussalam, and Francis Wong, President of Australia Brunei Darussalam Business Council

Francis and Susie Wong celebrated 20 years of business in South Australia with a Chinese New year Dinner at the Adelaide Town Hall for 300 people on Sunday February 14th. Special guests included his Excellency Rear Admiral Kevin Scarce, Governor of South Australia, Premier Mike Rann MP, Premier of South Australia, His Excellency Adnan Jaafar, High Commissioner of Brunei-Darussalam, and Mr Nick Begakis AM, Chairman of CITCSA. Francis is President of the Australia Brunei Darussalam Business Council, and is an Adelaide City Councillor.

CITCSA Patron attends CITCSA Board Chairman's Lunch



I-r: sitting His Excellency Rear Admiral Kevin Scarce AC CSC RANR, Governor of South Australia and Patron of CITCSA; Nick Begakis AM, Chairman of CITCSA
I-r standing Leon Coppins; David Frith, Kerry Lewis; Barry Salter; Pat Moessinger; Teo Spiniello; John McLachlan; Wayne Parham. (Absent: Steve Marafiotte)
CITCSA Patron, His Excellency Rear Admiral Kevin Scarce, Governor of South Australia attended a CITCSA Board Chairman's luncheon at Enterprise House on December 9th 2009 to receive an update on CITCSA activities for 2009/2010

CITCSA

"MEET the FACES
behind the PLACES



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Department of Trade and
Economic Development

Meet The Faces Behind the Places

Gabriel Vadean, Romanian Chamber of Commerce SA

Sarah Newman, CITCSA's Marketing Officer spoke to Mr Gabriel Vadean, President of Romania Chamber of Commerce SA about international business opportunities in Romania

A strong relationship between the South Australian and Romanian governments is beneficial to both regions, says Romanian Chamber of Commerce SA President Gabriel Vadean.

Boasting one of the largest ports in Europe, Port Constanta, Romania is a natural centre for trade. Trade in the area has increased in recent years, however, as its government moves from a closed-economy approach to a trade-focused one.

'There are currently no good ties between the Romanian government and the Australian one,' says Mr Vadean.

'Romania has a good relationship with the United States' government, and we're now working to establish a link with Australia. A good political relationship would create opportunities for both countries. South Australia currently needs thousands of workers in mining, as well as construction and electronics. Some big mines have been closed in Romania, causing massive job losses. We could bring skilled Romanians over for a few months until we have developed our own labour, and then send them back.'

Mr Vadean says that Romanian workers might assimilate easily in South Australia, due to similarities in culture and language.

'Romanians are hard workers and are well-behaved. Also, Romanian and English are similar languages, and many of the words are identical. I can't use English when speaking confidentially in a Romanian restaurant, because everyone can understand us. In the younger generations English is becoming the first language, with Romanian second.'

Cultural and linguistic similarities also indicate a potential market for South Australian exports, particularly food and wine.

'Romanians and Australians enjoy the same foods,' says Mr Vadean, 'the only difference is that Romanians use a lot more garlic!'

The Romanian government has indicated an interest in promoting trade with South Australia. Mr Vadean says Romanian President Traian Basescu has confirmed his interest in promoting Romanian trade with South Australia, and once dates are confirmed will visit with the Labour and Foreign Affairs Ministers.

The Romanian government has also taken broad steps to encourage infrastructure investment in Romania, and has been awarding grants, on top of any contract price, to companies building infrastructure there, and these grants are available to Australian companies.

The Romanian Chamber of Commerce plans to host an in-bound mission from Romania on March 26, furthering trade ties. For more information on trade with Romania, or for trade advice or assistance, contact Gabriel Vadean at president@ccirsa.org or call 0428823040

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