



## CITCSA Flash

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

Editor Barry Salter

Ph: 61 8 8300 0110

E-mail:  
[trade@citcsa.org.au](mailto:trade@citcsa.org.au)

Web:  
[www.citcsa.org.au](http://www.citcsa.org.au)

### Mission to Hong Kong International Wine and Spirit Fair



#### HKABA SA Stand at Hong Kong International Wine Expo November 4<sup>th</sup> 2010

*l-r Mr Marc Xing, Chateau Tanunda HK representative; Hon Michael O'Brien, South Australian Minister for Agriculture, Food and Fisheries; Mr John Geber, Proprietor, Chateau Tanunda (Congratulations to Chateau Tanunda for winning "Australian Wine Producer of the Year" at the International Wine and Spirits Competition which was announced in London this week.)*

Hong Kong Australia Business Association SA in association with CITCSA, organised a trade mission to the third HKTDC Hong Kong International Wine and Spirits Fair from November 4-6 2010. Participating wineries from SA wine regions in the HKABA stand included the following:

Barristers Block; Braydun Hill; Chateau Tanunda; Condo Wines; Farmer's Leap; Lavina Wines; Longview Wines; O'Leary Walker Wines; Paxton Wines; Tomich Wines; Woodstock Wine and Halifax Flexible Tank Solutions/Halifax International

The 2010 Hong Kong International Wine and Spirits Fair hosted almost 700 exhibitors from 30 countries & regions. The Australian Pavilion housed nearly 70 companies.

"This is the only wine show the Australian government supports. We take this opportunity to promote our country and our 64 regions of wine productions featuring many and varied styles. It is great to see the growing interest in wine here. This show is very impressive and our pavilion is full of visitors. We have also seen a lot of media reports and publicity about the exhibition," said Phil Ingram, Senior Trade Commissioner & Deputy Consul-General (Commercial), Australian Trade Commission, Australia.

The fair welcomed over 14,000 trade buyers, an increase of over 19% compared to the 2009 event. Most significant increases were from the Chinese mainland (+16%), Australia (+22%), USA (+23%) and Japan (+39%).

There were more than 1,300 entries this year the second Cathay Pacific Hong Kong International Wine & Spirit Competition, with 35 trophies presented.





*Hon Consul for Latvia and President of Latvian Chamber of Commerce SA Dr Valdis Tomanis and Mr Leon Coppins, CITCSA Board member*

The Latvian Community and the Latvian Chamber of Commerce SA celebrated 92 years of Independence at a ceremony, Friday November 19<sup>th</sup> at the Latvian Hall, Wayville. The function was chaired by Mr Peteris Strazds, President of the Association of Latvian Organisations in South Australia.

Dr Valdis Tomanis, Hon Consul for Latvia and President of Latvian Chamber of Commerce, made an impressive speech outlining the long history of the fight for Independence for the Republic of Latvia, and gave a report on the trade activities undertaken by the Latvian Chamber of Commerce over the past 16 years. He expressed his thanks for the support of CITCSA.

VIP guests at the event included Hon Grace Portolesi, Minister for Multicultural Affairs; Mr Hieu Van Le AC, Lieutenant Governor of SA and Chairman of SA Multicultural and Ethnic Affairs Commission; Hon Isobel Redmond, Leader of the Opposition; Mr Ilmars Lusiš OAM, Immediate Past President, Latvian Chamber of Commerce SA, and Mr Nick Begakis AM, Chairman of CITCSA.

### The Ashes Cricket luncheon

The Australian British Chamber of Commerce is holding an Ashes luncheon at Adelaide Oval on Tuesday November 30<sup>th</sup> from 12 noon – 2.30pm.

Guest speaker at the luncheon is Mr Creagh O'Connor, former Chairman of Cricket Australia, who will outline his thoughts on 'Cricket - The Future'. Creagh O'Connor has a long cricketing pedigree, having joined the SACA as a member in 1953, and has been on the Board since 1991. He was Chairman of Cricket Australia from 2005-2008.

The luncheon is a prelude to the Second Australia vs England test cricket match which commences at Adelaide Oval on Friday December 3<sup>rd</sup>. It is a great chance to sample the new facilities for lunch in the new grandstand at Adelaide Oval.

Bookings for the luncheon can be made with the Australia British Chamber of Commerce on line at [www.britishchamber.com](http://www.britishchamber.com) or ph 03 9650 6000

Membership enquiries are welcome from South Australian companies undertaking business with United Kingdom.



*Ms Christelle Damiens, Managing Director of Exportia and Secretary of FACCI.*



The French Australia Chamber of Commerce and Industry and Exportia held a business breakfast on Thursday November 18<sup>th</sup> 7.30am – 9am at Enterprise House, 136 Greenhill Road, Unley.

Christelle Damiens, Managing Director of Exportia, presented real case scenarios and tips on market access strategy, on engaging and building relationships with the perfect match distributor and reaching sales, and overcoming cultural and language barriers in trading with France.

Exportia specialises in assisting Australian ICT, electronics, biotech, health and cleantech companies to establish their products/services and drive their export sales into the two largest European markets – France and Germany.

Gregory Francis from EQAS made a presentation about the importance of the CE Mark (“Conformite Europeene”) in trading with European countries and how Australian companies can comply with these regulations.

### Trade Mission to India in January 2011

The Australia India Business Council SA is organising a Trade Mission to India in January 2011 in conjunction with the *World Trade Centre's* and *All India Association of Industries 2<sup>nd</sup> Global Economic Summit* in **Mumbai** on 27-29 January 2011. This event is supported by the Ministry for Commerce and Industry – Govt of India and Govt of Maharashtra.

South Australia is the **host partner** for this event through the DTED Office in Chennai.

The mission will also include an extended mission program to other cities in India including **Chennai and Delhi**. The AIBC will work with your business to identify opportunities within other cities in India if required. A flexible program that ensures you meet with the right potential partner/customer is key to achieving successful outcomes from a trade mission.

Sister organisations in India including FICCI, CII, Indo Australian Chamber of Commerce, Bombay Chamber of Commerce and Industry and The World Trade Centre will all be supporting our program and hosting key events.

The mission will commence in Mumbai with the WTC Global Economic Summit. Please see the link of this event [www.globalsummit2011.com](http://www.globalsummit2011.com)



As a sponsor, the AIBC have secured **exhibition space** for all participants. Brian Hayes, SA's Special Envoy to India and AK Tareen, Senior Trade Commissioner for SA in Chennai, India will be speaking at the event.

The Global Economic Summit has a special emphasis on **SME's**, will represent 30 countries, have 500 B2B meetings, high powered presentations at the conference, dignitaries from India and overseas.

Contact Natasha Malani for more information call 411450552  
or email [natasha.malani@internode.on.net](mailto:natasha.malani@internode.on.net)

### Eyes on Brazil Forum



*l-r Fabio De Conto (Exporters Club), Patricia Moessinger (Austrade), Barry Salter (CITCSA), Bob Shepard (Exporters Club), Michael Blake (ALABC), Richard Hancock (ABCC).*

On 28th October 2010, the South Australian Chapter of the Australia Brazil Chamber of Commerce joined forces with the Exporters' Club to present the "Eyes on Brazil" Technology Forum at Carnegie Mellon University

Seventy delegates from the private sector, industry and trade organisations, education and government sectors attended the forum and heard about four technology sectors in Brazil and the opportunities for Australian firms, specifically Renewable Energy, ITC, Health Businesses, and Resource Technologies.

The Honorary Consul of Brazil, Mr William Frogley officially opened the forum. Richard Hancock, who heads up the South Australian Chapter of the Australia Brazil Chamber of Commerce, discussed the improved economic and political conditions that characterise Brazil and which serve to attract investment. Richard discussed the massive infrastructure spend planned for the 2014 World Cup and 2016 Rio Olympics and the opportunities this presents for Australian companies.

The ITC sector was represented by Aliomar Galvão (Softex Recife) who outlined the size and extent of ITC in Brazil. Brazil has an ambitious target to become the world's 4th largest market by 2020, which will necessitate partnerships with foreign companies to complement Brazil's capabilities. Aliomar invited Australian companies to explore collaborative opportunities with Softex in areas of research, technology development and business. During his presentation, Aliomar was kindly assisted by the interpreter Christian Schmidt.

Daniel Tejera and Nigel Baker from Pacific Hydro gave an account of clean energy markets in Brazil and discussed the economic drivers that underpinned Pacific Hydro's expansion of wind farm operations into Brazil. Daniel and Nigel outlined Pacific Hydro's projects in North East Brazil and explained how growth prospects continue on the back of forecast energy demand and Government emphasis on more diverse clean energy supplies.

Tim Sennett (Thermo Fisher Scientific) spoke about the size and breadth of resources sector in Brazil, and Thermo Fisher's activities in provision of analytical technologies for mineral processing plants across Brazil. In addition to some personal observations about Brazil, Tim provided some important messages for companies contemplating doing business in Brazil, including getting to know the people, developing long term commitments, and understanding futebol!

Patricia Moessinger, representing Austrade, spoke about cleantech in Brazil which has the world's third largest cleantech investment spend, particularly across energy, water and waste sectors. Patricia spoke of the plentiful opportunities for Australian companies in fields of instrumentation, monitoring and measurement, green buildings, and biotechnology.

Jairo Kerr Azevedo, CE of Opto Global (Aust) gave an account of the Brazilian medical devices sector, which is the 8th largest medical devices market in the world. Jairo explained that the sector is projected to grow by 14.5% in the next 3 years due largely to the expanding middle class and increased access to medical treatment, coupled with substantial government support for investment in technology innovation. Capitalising on this growth, Opto Global has developed partnerships with Brazil's Opto Electronica, which Jairo explained is underpinned with key principles around product distribution and co-development projects for new technologies.

For more information about the Australia Brazil Chamber of Commerce, go to [www.australiabrazil.com.au](http://www.australiabrazil.com.au) or call Richard Hancock, Director ABCC (SA) 0

## Meet The Faces Behind the Places

### John Nze-Bertram, President African Chamber of Commerce South Australia

Jennifer Blake, CITCSA's Marketing Officer spoke to John Nze-Bertram, President of African Chamber of Commerce SA about international business opportunities in Africa.

#### What are market conditions like at the moment in Africa?

Foreign investment in Africa is increasing exponentially across a diverse range of sectors including: mining; agriculture; infrastructure; health; defence and security; energy and environment; manufacturing; import and export of merchandise and services.

Australian trade with Africa has increased from \$5 billion in 2007 to investments valued at 7.8 billion in 2009. A recent DFAT report stated that Australian investment in the resources sector in Africa has reached A\$20-billion. The International Monetary Fund has projected accelerated economic growth of 5% in 2011.

#### What are the reasons for this new growth trajectory?

We are seeing a period of positive change in Africa with increasing democratic governance and adoption of radical anti-corruption policies by many African governments. Positive progress is also being made in the areas of: accountability, transparency, political liberalisation and democratic elections, and economic management. Fiscal policy reforms within the financial sector are critical for sustained and rapid economic growth in Africa.

Increased diplomatic/government activity since 2009 has also resulted in more engagement and a strengthening in cooperation with regional African institutions.

This of course means that Africa presents opportunities that can be vigorously explored by the Australian business community. The resources boom is obviously leading economic growth in Africa - already, according to DFAT, Australia's minerals and resources companies have more projects in Africa than in any other region of the world, with over 170 Australian companies involved in nearly 500 mines and exploration projects in 40 countries on the African continent.

However, more needs to be done to close the gap between Australian trade with Africa compare to that of other nations like China and India. The African Chamber of Commerce SA Inc will continue to play an active role in this regard.

"Meet the Faces Behind the Places" at CITCSA



John Nze-Bertram, President, African Chamber of Commerce SA



### What opportunities are available for Australians trading with Africa?

Africa is a vast continent of 50 countries with over 1 billion people, ranging from those in extreme poverty to the very wealthy. There are many business opportunities in these large and developing nations.

South Africa is Australia's 21<sup>st</sup> largest trading partner in the World with Australian exports estimated at A\$2.53 billion in 2007. Exports include medicaments, meat, and civil engineering equipments. Australia and South Africa have set up a Joint Ministerial Commission to facilitate bilateral economic cooperation between both countries.

Nigeria has a population of 170 million people with 30% of them in a position of affluence. Australia exports plastic plates, sheeting and film wrap to Nigeria, with crude petroleum our principal import.

In 2010 the Australian government supported a public-private partnership between AMIRA International (Australian Mineral Industry Research Association) in Ghana, Burkina Faso, Senegal and Guinea with a view to assisting in developing the capacity of four West African Universities to conduct geological research, provide high calibre geoscience courses, fund student scholarships and to deliver services to the resources sector.

### What initiatives is the Chamber involved in to promote trade between South Australia and Africa?

AFRICOM SA is currently organising an Africa – Australia Exhibition and Expo titled “Let’s Touch Your Land!” The event is planned for October 2011 in South Africa and will provide a platform to deliver investment and gain new markets for Australian products and services. A major focus will be to strengthen the strong personal links between Australia and Africa to drive these relationships forward. The program segments will include a Trade and Investment Expo, an Arts Exhibition, Music and Fashion. The chamber invites initial expressions of interest from local businesses.

### What problems might business people face when trading with Africa?

As with any other overseas market, local intelligence and understanding is crucial to maximising business outcomes and minimizing risks. This is particularly true in Africa where the various cultural and socio-economic dynamics are interwoven into business and workplace environments. Australian businesses need to navigate the often complex business channels and ensure their investment is secure or payment is assured.

### How can the African Chamber help traders avoid these problems?

The African Chamber's programs aim to promote the development of trade and investment between Australia and African countries through trade delegations, networking and direct assistance. The African Chamber of Commerce delivers tailored support to Australian investors or exporters wishing to do business in specific markets in Africa. We tap into our vast network of industries, professionals and government agencies in Africa, helping businesses to: link up with the right business partners; visit specific countries and conduct in-market feasibility studies and due diligence; navigate business channels and minimise the risk of fraud.

For more information contact: John Nze-Bertram, President, African Chamber of Commerce SA Inc.

Website: <http://www.africomsa.org>;

Email: [admin@africomsa.org](mailto:admin@africomsa.org)

Mobile: +61 449061457



CITCSA acknowledges the generous support of our Sponsors

