



CITCSA Flash

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International Trade and Export Showcase



Adelaide City Councillor Francis Wong who is also President of the Australia Brunei Darrusalam Business Council SA

The Adelaide City Council is considering a proposal for an International Trade and Export Showcase to be established in the City of Adelaide. The centre would host visits by international trade and investment missions, visiting delegations of government ministers and officials, ambassadors and business executives. Ideally such a centre would have exhibition space, small meeting and conference facilities, and house local trade facilitators to assist exporters.

Adelaide City Councillor and local entrepreneur Francis Wong said that such a centre would become "a magnet for business visitors to Adelaide and a must see attraction for business visitors".

CITCSA as a market access facilitator for trade, and the peak body of the 40 international chambers of commerce and business councils in SA, welcomes and supports the establishment of such a trade and export showcase in South Australia. We look forward to working with the Adelaide City Council and other key stakeholders in State Government and business in making the vision for such a centre become a reality.

New CITCSA Board member

Mr Ken Meek, President of the Australia India Business Council, has been co-opted as a member of the CITCSA Board until the AGM in September by the Board at our last meeting.



L-R
Ken Meek, President SA Chapter of Australia India Business Council and new CITCSA Board member, with
Mrs Sujatha Singh, Indian High Commissioner to Australia
Mr Sujan Chinoy, Indian Consul- General at recent Indian inbound mission in January 2008

Unfortunately Mr Francis Elekwachi, President of the African Chamber of Commerce, has had to resign from the CITCSA Board due to pressures of work. Francis will continue his great work as President of the African Chamber.

Export Grants Workshop

Stuart Mitchell, Director of Export Solutions, South Australia's leading export grant professional, will present a workshop on export grants available for exporters through the EMDG scheme administered by Austrade, and the Market Access Program administered by DTED, on **Thursday March 13th from 5.30pm – 6.30pm at Enterprise House.**

This workshop is timely as the Federal Minister of Trade Hon Simon Crean has announced an early review of the EMDG scheme, with submissions due by the end of April with the report to be completed by August 31st 2008. Both the EMDG scheme and MAP scheme are currently very well utilised by exporters who face challenges with the strength of the A\$. We are urging the government to provide more funds for the EMDG scheme.

Stuart is an entertaining speaker and is the expert on export grants in South Australia. He will be joined in the presentation by David Zundel from InVenture who will provide an update on innovations grants available.

Call Angie Lewis ph 83000110 or email angie.lewis@citcsa.org.au Small cost applies.

EFIC Global Readiness Survey – Deadline extended by a week

EFIC, the Federal Government's Export Finance and Insurance Corporation, is currently conducting the first-ever **Global Readiness index** – a comprehensive study of the drivers, decisions, barriers and risks Australian companies face in exporting goods and services or establishing offshore facilities and the ease of access to financial and other assistance from government, industry associations, advisers and commercial financiers.

The key findings will be reported in *The Diplomat* magazine's annual Global 100 issue and launched by Prime Minister Hon Kevin Rudd in mid April. All participants in the research will receive a customised benchmark summary report in early March, comparing their responses with all other participants, and specifically with respondents from within their own industry sector.

Companies wishing to participate in EFIC's **Global Readiness index** and receive their customised benchmark report should go to the link below. The online questionnaire takes around 15 minutes, and the **deadline for completion extended to Friday March 7th 2008.**

www.efic.gov.au/gri/citcsa



Mission to Singapore for Food Hotel Asia in April 2008

The Australia Singapore Business Council is leading a food and wine mission to Food and Hotel Asia in Singapore April 22nd – 25th 2008. Contact Ernie Goh, President of Australia Singapore Business Council if you would like to join the mission on 0409799933. Contact Jessica Caston at Food Adelaide if you like to book display space at the Expo on 83000022

Business SA launches Business Migration DVD

As part of its *Migration for Business Growth* program, the State's leading business organisation, Business SA, has launched a new DVD to promote South Australia to business migrants. The DVD highlights South Australia's suitability for business investment and the diversity of opportunities that are available throughout the State.

Migration for Business Growth connects business migrants with the South Australian business sector. The program assists with business matching, networking, and cross-cultural business issues. The DVD provides the ideal tool for attracting, welcoming and supporting new business migrants to this State.

More than 300 copies of the DVD have been sent to current members of the business migration program and 700 copies will be taken to China next month by Immigration SA.

Please contact Ms Laura Jia for a copy of the DVD or more information about the Migration for Business Growth program on ph 8300013.

New Australian Diplomatic Appointments for Greece, Hong Kong & Chicago in USA

Mr Jeremy Newman has been appointed as Australia's new Ambassador to the Hellenic Republic, with non resident status to the Republic of Albania and the Republic of Bulgaria. He will replace Mr Paul Tighe who has been ambassador since 2005. Mr Newman was in Adelaide for a briefing this week and met with Mr Nick Begakis AM, Chairman of CITCSA and Mr John Kari, President of the Hellenic Australia Chamber of Commerce SA.

Mr Les Luck has been appointed as Australia's new Consul General in the Hong Kong Special Administrative Region (SAR) of the People's Republic of China. He will also serve as Australia's representative in Macau SAR. He replaces Mr Murray Cobham. Mr Luck was educated at Flinders University in South Australia and holds a Bachelor of Arts (Hons)

Ms Libby Schick has been appointed as Australia's new Consul-General in Chicago, USA. She succeeds Mr Bob Charles who has been in the position since 2005.

South Australia Enjoys success at National Tourism Awards

The Barossa's The Louise was named Australia's best luxury accommodation and SA's 2007 Clipsal 500 Adelaide was named Australia's best major festival and event at the recent 2007 Qantas Australian Tourism Awards presented in Queensland.

The Louise (a Peppers property) beat tough competition from WA's Cable Beach Club Resort, Sheraton on the Park Sydney, The Westin Melbourne and Peppers Spicers Peak Lodge in Queensland.

The Clipsal 500 Adelaide triumphed over other major Australian events including Queensland's Australian PGA Championship, the 2006 Melbourne Cup Carnival and last year's winner the Sydney Royal Easter Show.

Jacobs' Creek Visitor Centre from the Barossa was commended in the Tourism Wineries category, and Adventure Tours Australia Group received a commendation in the Major Tour &/or Transport Operators category.

New ACTA Board members

Mr Chris Ehmman, General Manager of Adelaide Hilton, Mr Douglas Gautier, CEO of Adelaide Festival Centre, and Councillor Steve Yarwood representing Adelaide City Council have been elected to the Board of the Adelaide Convention & Tourism Authority. Chris and Douglas were recent guests at a CITCSA Chairman's lunch.



MEET THE FACES BEHIND THE PLACES:

Australian Vietnam Chamber of Commerce SA



Mr David Dean, President of Australian Vietnamese Chamber of Commerce SA with HE Mr Bill Tweddell, Australian Ambassador to Vietnam at Enterprise House last year.

Mr David Dean., President of the Australian Vietnamese Chamber of Commerce SA, spoke to Sarah Newman, Marketing Officer at CITCSA on the current business climate in Vietnam.

What opportunities await South Australian businesses in Vietnam?

In a broad sense, opportunities are emerging for the services sector, including environmental planning, infrastructure planning, communications and food and beverage training, which have not really been on the radar until recently. Vietnam is growing at a rate of about 9% annually, and lacks the service sector to support this growth. In the last 12 months the need for these services has become critical, to provide the link between production and 'getting it out there'.

As communications infrastructure develops, there is a growing need for related IT systems support, in-house training, specialist accountancy, and technical support. As most of the activity is confined to major cities there is also demand for waste management expertise and environmental expertise to take the pressure off the environment. These are all industries and services that South Australian businesses really excel at and should be getting involved in.

From your trade experience, what obstacles have you observed for exporters?

An area where a lot of people fall down is a lack of cultural sensitivity. Doing business with Vietnam is very different to doing business with China or Singapore, and you can't just barge in there, you have to have an understanding of the way business is done. You need to lay down medium to long term plans for entry- it won't happen overnight and relationships are very important, so you must seek to build relationships before you start to build your business.

Other difficulties include a rudimentary distribution infrastructure; cold chain supply management is an issue particularly for fresh foods and for wine there's a need to educate people about storage and usage of wine. The Vietnam Chamber knows all about these issues and can provide very practical advice and support for exporters.

You mentioned wine- how well is Australian wine currently selling in Vietnam?

Australian wine is doing well in Vietnam. Most Australian wine is distributed in the south, and big names sold there include Hardy's, Wolf Blass, Jacob's Creek and the Foster's brands. The market is still reasonably price sensitive, and taxes are slightly high although some taxes are coming down. Down the track Australia needs to work out how it's going to engage with Asian countries, whether that means joining ASEAN or just developing bilateral trade agreements with individual nations.

Could you describe the current consumer market in Vietnam?

There is a growing middle class, a shift towards supermarkets and department stores, and an emerging high end market. Australians are mostly targeting the growing middle class, which is developing an awareness of quality.

How can the Vietnam Chamber assist businesses to sell to Vietnam, particularly those who have little knowledge of the country?

The Chamber has excellent contacts throughout Vietnam, including strong ties in the food industry, and a link to the Vietnam Marketing Association. Moreover, the Chamber is comprised of people who are actually doing business in Vietnam, who can provide a street view of what's going on in the marketplace, and can definitely point businesses in the right direction.

For more information on opportunities in Vietnam, contact David Dean on 0439 750 030 or daviddean@kern.com.au.

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