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In the business of exports

INSIGHTS to China abounded from business experts and exporters at a Goulburn Chamber of Commerce forum on Wednesday.

Chamber president Alex Ridley was delighted with the turnout, ranging between 20 and 30 businesspeople across the morning, as well as the calibre of the presentation.

'Don't Take The Slow Boat to China' is an initiative of the NSW Business Chamber touring the state's regions with ideas and information on how to tap the lucrative market.

Speaker Monique Donaldson, of the NSW Business Chamber's China program, "was fantastic," Ms Ridley said. "She explained it at a level everyone could get, because it seems like a difficult prospect from the outside."

Ms Donaldson focused on: how to find Chinese buyers for local products and services; how to enter the market and grow business in China; which products and services are trending there; and the programs that the
NSW Business

Chamber can offer to support exporters.

"They run business 'incubators' for

exporters to accelerate entry to the Chinese market," Ms Ridley said. "Businesses can list their goods or services through an online portal and garner feedback before determining whether they are viable to sell."

Illawarra businesswoman Jo-Anne Fahey gave a testimonial about how her family business, an apple orchard, had expanded into cider-making and exporting.

The next Goulburn Chamber of Commerce meeting will be on March 9 from 5.30pm to 7.30pm. Goulburn Mulwaree Council mayor Geoff Kettle and general manager Warwick Bennett will be guest speakers on opportunities for Goulburn businesses. All are welcome to attend. Call: 0477 258 005.



Christine Thompson-Wells from Books for Reading Online Goulburn.



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NSW Business Chamber regional manager Gary Ryan, NSW Business Chamber (China program) officer Monique Donaldson, and Goulburn Chamber of Commerce president Alex Ridley from Bounce PCD.



Danae Vitnell from Boyce Chartered Accountants, Andy Divall from Divalls Bulk Haulage and Earthmoving, and Barry McDonald from Regional Development Australia Southern Inland.



Jo McCauley from Jigsaw Accountants, Wayne Cohen from Action Coach Goulburn, and Larry Fisher from Tradestart.