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China forum gets down to business

By **MARK LOGAN**

IT is the world's largest consumer market and Orange producers are invited to attend a China Trade Forum on Tuesday to discover how to enter this lucrative market.

Hosted by the NSW Business Council, the early morning seminar is designed to encourage Orange businesses to take advantage of the strong demand for Australian goods and services in China.

NSW Business Chamber Central West Orana regional manager, Vicki Seccombe, said taking the first step towards establishing a successful export business could be extremely daunting.

"Local businesses in agribusiness, food and beverage, online retail, or services such as tourism are encouraged to come along to this event run by the NSW Business Chamber, where our international trade experts will clarify where the demand is coming from, and offer practical, success-based solutions to help your business make the most of the opportunities in China," she said.

Navigating the fast-changing and somewhat confusing Chinese landscape of regulations, e-commerce platforms, free-trade zones and how to use them to your advantage, are all parts of Export Growth China, an initiative that Ms Seccombe said was ground-breaking.

"In just a few months, the Export Growth China program has already helped numerous Australian businesses secure trade deals," she said.

"If a product or service does generate interest from Chinese buyers, the chamber works with the Australian business to facilitate individual trade agreements so that they can retail their products or services throughout China."

In the heart of Shanghai's international trade district, the Export Growth China program has established a purpose-built showroom to help bridge that gap between nations.

"The showroom provides real-time feedback on potential sales leads and matches program participants with potential Chinese buyers and business partners," Ms Seccombe said.

The forum will be held on Tuesday, March 1 at the Hotel Canobolas. For more information visit <https://events.nswbc.com.au/Detail/EVE1604588>.