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China's investment potential

THE success of one of the region's companies to crack the Chinese market has served to inspire other businesses.

That was the view of the NSW Business Chamber's regional manager Kellon Beard following last week's Export Growth China seminar.

Mr Beard said small and medium sized businesses from along the Mid-North Coast had seen the example of Cassegrain Wines.

Those who attended included some who had travelled from the Great Lakes, as well as others from further north at Coffs Harbour.

Mr Beard said there was "a fair amount" of interest from attendees

about "how to actually get into the market over there".

"China's growing appetite for high quality products is exciting for business, but getting through the complexity and costs of the world's biggest marketplace can be daunting for the smaller players," he said.

The organiser said the Export Growth China program reduces the risks and costs associated with export, meaning businesses have a low-cost entry point and are guided through the entire process.

To find out more visit www.exportgrowth.com.au or phone 1800 505 529.



Growth opportunities: Edith Bowskill and Kellon Beard's presentation engages those considering expanding or starting businesses in China during a seminar last week at Port Panthers.