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Export opportunities for businesses

THE signing of a Memorandum of Understanding and the launch of a program supporting small and medium-sized farming and agricultural businesses looking to export to China, has been announced by NSW Farmers Association and NSW Business Chamber.

The Export Growth China initiative was launched by the NSW Business Chamber in July 2015, resulting in over A\$3.2 million worth of sales secured for program participants within the first eight weeks.

NSW Business Chamber Chief Executive Stephen Cartwright said NSW Farmers members were uniquely positioned to meet the consumer needs of China's "burgeoning middle class".

"Export Growth China is the first of its kind offering Australian small and medium enter-

prises a real chance at achieving export success in China and we are immensely proud of the program's track record. The partnership with NSW Farmers makes the Chinese market more accessible than ever for members," Mr Cartwright said.

"Program participants have their products or services displayed in a Chinese showroom for a minimum of six months – during this time a team of international trade experts identify potential Chinese buyers and business partners."

Once a product or service has generated 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 addition to receiving real-time feedback on potential sales leads in China, program participants are fully supported across both

markets with an experienced team in Australia on hand to help local businesses determine their future roadmap for export success.

"Navigating the complexities of exporting to the world's largest consumer market is a critical barrier to small and medium sized farmers looking to export their goods to China," NSW Farmers CEO Matt Brand said.

"This new partnership provides a well resourced and practical program designed to improve the export success of NSW Farmers members that are running small or medium sized enterprises or businesses."

NSW Farmers members and other interested parties are encouraged to attend one of a number of workshops across the state or visit the website www.exportgrowth.com.au/nswfarmers