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## NSW BUSINESS CHAMBER STRENGTHENS GLOBAL CONNECTIONS

The state's peak business organisation, the NSW Business Chamber will further enhance its global reach and strengthen international connections with the signing of two key Memoranda of Understanding with key Chinese counterparts.

The signings with the China Council for the Promotion of International Trade (CCPIT) from both Beijing and Shanghai, will take place over the next two days, ahead of the launch of the **Export Growth China** program at Shanghai Mart.

Speaking from Shanghai, NSW Business Chamber CEO Stephen Cartwright said both organisations had been working together for more than a decade to promote bilateral trade opportunities.

"CCPIT is the peak industry body in China, representing both importers and exporters, and has been a huge supporter and strategic partner of our Export Growth China program," Mr Cartwright said.

"These agreements allow the NSW Business Chamber to work closely with our Chinese colleagues on the exchange of information, business matching, joint events and bilateral research programs that can facilitate trade opportunities".

The MOU between NSW Business Chamber and CCPIT Shanghai will be signed later today in the presence of CCPIT Shanghai President Mr Yang Jiangrong.

The MOU with CCPIT Beijing will be signed on Thursday 20 August between NSW Business Chamber Deputy President, Professor Trevor Cairney and CCPIT Vice President Mr Yu Ping.

The signing with the Beijing office will occur immediately prior to the official launch of the **Export Growth China** program, in front of more than 150 Australian and Chinese business and political leaders, brand ambassadors and international media.

The purpose-built showroom located in ShanghaiMart, the largest permanent trade centre in Asia, enables small and medium-sized Australian businesses to reach a global audience while the Chamber's international trade experts on the ground in Shanghai proactively match them with potential business partners.

In addition to receiving real-time feedback on potential sales leads in China, our program participants are fully-supported across both markets with an experienced team in Australia also on hand to help local businesses determine their future roadmap for export success.

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