

**20 August 2015**

## **Export Growth China program officially launched in Shanghai**

The NSW Business Chamber's ground breaking program, showcasing Australia's best goods and services to Chinese wholesale buyers and distributors, has been officially launched in Shanghai at a gala event attended by Australian soccer great **Tim Cahill** and **New South Wales Minister for Trade, the Hon. Stuart Ayres MP**.

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 as part of the **Export Growth China** program.

At the launch event, NSW Business Chamber Chief Executive, Stephen Cartwright, and Deputy President, Professor Trevor Cairney, were joined by more than 180 dignitaries including Mr Yu Ping, Vice President of China Council for Promotion of International Trade (CCPIT), and Australian and Chinese business owners, including representatives from Akubra and Vitaman.

"We are incredibly proud to officially launch the **Export Growth China** program in Shanghai, in what is the culmination of a long-held ambition of the NSW Business Chamber to provide a low-cost, low-risk solution for Australian SMEs looking to export to China," said Mr Cartwright.

"After leading a trade delegation of Australian SMEs to Shanghai in early 2012, it was clear to me that Australian businesses understood the huge potential for their goods and services in China but didn't quite know how to navigate the complexities of exporting to the world's largest consumer market.

"With a national identity that's synonymous with being 'clean and green', Australian businesses are ideally positioned to meet the consumer needs of China's burgeoning middle class.

"The signing of the *China-Australia Free Trade Agreement* has created enormous opportunities for Australian businesses, including reduced tariffs, but there are still language barriers, regulatory differences and a significant amount of financial risk to contend with.

"Building on NSW Business Chamber's existing China export consulting service, which has already helped many Australian businesses achieve export success, we launched **Export Growth China** with the aim of taking the stress and guesswork out of the export process.

"**Export Growth China** program participants have their products or services displayed in the ShanghaiMart showroom for a minimum of six months, during which time our team of international trade experts in Shanghai identify potential Chinese buyers and business partners.

"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 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.

“Whether it is in our showroom in Shanghai or back home in Australia, our trusted team is there to support businesses throughout the entire process to make their China export dream a reality,” Mr Cartwright said.

**Prime Minister Tony Abbott** addressed guests at the Shanghai launch via a video message, where he described the event as a big day for small and medium-sized businesses in Australia.

“Now you have a trusted team on the ground in China to promote some of Australia’s best goods and services to potential buyers,” the Prime Minister said in his address.

“This showroom of Australian goods is a first of its kind and will help to increase the sales of our goods and services into China. It will also help to expand trade between our two countries.

“This is a great moment in the friendship between Australia and China. The signing of our Free Trade Agreement with China will change Australia for the better. It will change China for the better and it will change our region, and our world, for the better.

“I congratulate the Australian Chamber movement on this initiative and I wish it every success,” the Prime Minister said.

**Tim Cahill**, who joined Chinese Super League side Shanghai Shenhua in early 2015, was also on hand as a partner and shareholder in **Export Growth China** program participant VITAMAN, to promote the company’s comprehensive range of natural male skin and hair care products.

“Playing for Shanghai Shenhua has been an amazing experience so far – the love of football here is truly infectious and the fans are incredible,” said Cahill, “I’ve relished every opportunity to immerse myself in the Chinese culture.”

“The **Export Growth China** showroom is a great idea and provides a wonderful opportunity for Australian businesses such as VITAMAN to crack into the Chinese market. Once they do, they won’t look back,” said Mr Cahill.

Business owners interested in finding out more information should visit [www.exportgrowth.com.au](http://www.exportgrowth.com.au) or call 1800 505 529.

**Export Growth China** is an initiative of the Australian Chamber movement and this activity received funding from the Australian Government as part of the Asian Business Engagement Plan.

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