



16 September 2016

ONE YEAR ON – CHINA PROGRAM AN OUTSTANDING SUCCESS

The NSW Business Chamber's ground breaking **Export Growth China** program, where Australian small businesses have the opportunity to showcase their products directly into China has celebrated its first year of operations by recording more than \$4 million in sales.

NSW Premier Mike Baird officially opened the Shanghai office last November.

"More than 100 Australian businesses have participated in the program so far, and more than \$4.3 million in sales has been generated for Australian companies," said NSW Business Chamber CEO Stephen Cartwright.

"Major export success includes dairy products, wine, bottled water, honey, health supplements, training and project management service and construction materials.

"Extensive marketing and business matching activities are run in China for participants including exhibitions, roadshows, trade receptions and training workshops. Those activities alone reached over 160 million end users and built a strong sales network of over 6500 Chinese businesses.

"**Export Growth China** is the first program of its kind in Australia to offer targeted support for small to medium businesses; this ground-breaking initiative takes the stress and guesswork out of the export process and ensures that SMEs don't miss out on the exciting opportunities afforded by the *China-Australia Free Trade Agreement*.

"Our purpose-built showroom in ShanghaiMart, the largest permanent trade centre in China, showcases Australia's best goods and services to Chinese wholesale buyers and distributors, while our international trade experts in Shanghai proactively match them with potential Australian business partners.

"Program participants have their products or services displayed in our showroom for a minimum of six months during which real-time feedback is provided – it might be that their labelling or packaging needs to be redesigned to better appeal to the local market, or the size or ingredients of their products might need to be better tailored for Chinese consumers.

"Armed with *real* feedback from *real* buyers, we then work with the Australian businesses to refine their product offering and facilitate individual re-seller agreements so that they can confidently retail their products or services throughout China," Mr Cartwright said.

One such success story is Western Sydney based *Nova Spring Water* – who has already signed four supply deals with Chinese buyers since the program launched.

"There is no way any of this could have happened without being on display in the Shanghai Showroom or without the expert advice from the NSW Business Chamber," said Nova Spring Water Director Nitin Lotliker.

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