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SIGNIFICANT MILESTONE FOR CHINA PROGRAM

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 another milestone by signing MOU agreements with major channel partners.

The agreements have been signed at a ceremony at the Chamber's Shanghai showroom with representatives of the China Chamber of Commerce of Foodstuffs, Native Produce Importing Food Branch, China Communications & Transportation Association, Agricultural Chain Logistics Professional Committee, as well as major corporate partners including Yiguo E-Commerce Co. Ltd, and Shanghai SIPGMALL Electronic Commerce Co.

In just over one year of operations, over 100 Australian exporters across various sectors, such as food & beverage, health food, wine, personal care and baby products have participated in the project which has already generated more than \$5 million in sales for Australian SMEs.

"Australian SMEs participating in the **Export Growth China program** will greatly benefit from these new partnerships which will no doubt accelerate their entry into this enormous market, while our new channel partners in China can be connected to the Chamber's widespread network of suppliers in Australia," said NSW Business Chamber Director of Commercial Services Darren Cocks, who is in Shanghai for the signing.

"Australian businesses have shown great interests in exporting to China in recent years, thanks to recently signed ChAFTA coming into effect.

"As a result, the NSW Business Chamber has proactively dedicated itself to building relationships in China as the Chamber network has enjoyed a long standing reputation for increasing productivity, competitiveness and profit for Australian businesses.

"To provide our members with effective services in China, and provide Chinese partners with easier access to Australian suppliers, we will continue to expand channels and networks to maximize trading opportunities in both countries.

"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 and Sydney 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, and they can then use that feedback to best tailor their products to ensure they have every chance of breaking into the lucrative Chinese marketplace," Mr Cocks said.

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