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## MORE SWIFT TRADE WITH CHINA THROUGH INNOVATIVE PROGRAM

Four Australian businesses will sign deals today with Chinese importers at the NSW Business Chamber's purpose built showroom in Shanghai.

**Export Growth China**, the innovative export program established in 2015 by the State's peak business organisation, the NSW Business Chamber, has successfully assisted 150 small Australian businesses navigate the market, including opening doors to Chinese business contacts, product promotion, and testing products in the market, through its Shanghai trade showroom.

"This program really makes it easy for small and medium businesses to break into the Chinese market by holding their hand every step of the way," said **Export Growth China** Program Manager, Paula Martin.

"Today is just the beginning for these companies, and it is a testament to the strong interest and trust in Australian products among the Chinese," Mrs Martin said.

The deals include:

- Blue Dinosaur, a 100% natural snack company, based in Western Sydney, signing a Memorandum of Understanding with a leading food distributor in Shanghai.
- Swan Wine Group, a leading Australian winery, signing Memoranda of Understanding with two major wine distributors in East China.
- Koala Eco, a start-up from Sydney's Eastern suburbs which produces chemical free cleaning products, signing a Memorandum of Understanding with a leading Chinese cross border e-commerce platform.
- Go Fresh International, based in Sydney's south-west, which distributes bottled water brands and other products to retailers, food service outlets, and the catering industry signing an MOU with a leading distributor.

"These MOU's will set these Australian businesses on a smooth and more predictable course to trade in China, with the intention of long term business growth as well as building strong and lasting relationships with Chinese buyers," said Mrs Martin.

The NSW Trade Minister, Niall Blair, will be a guest at the signing reception and will meet with both Australian businesses and Chinese buyers.

"The Minister's endorsement highlights the important role that **Export Growth China** has played in improving trade relations since Australia's Free Trade Agreement with China (ChAFTA) was signed in 2015.

In almost 3 years **Export Growth China** has:

- Assisted 158 SME's through its program.
- Secured 81 export sales totalling more than AUD \$7 million.
- Focused on first time exporters, with 31% of its sales generated through these companies.

"For SME's thinking about expanding their business to China - now is the time. Current export data reveals Australia's businesses are throwing away \$40 billion a year in lost opportunity simply because many think exporting to China is 'too hard'.

"Australian products, particularly in the food and wine industry, are highly sought after in China. Blue Dinosaur, Go Fresh International, Swan Wines and Koala Eco have taken the plunge and Chinese buyers are hungry for more," Mrs Martin said.

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