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Export Growth China helps Australia's service-oriented SMEs break new ground

NSW Business Chamber's **Export Growth China** program is helping Australian SMEs expand into China by showcasing new kinds of services exports at a custom-designed showroom in the heart of Shanghai's international trading district.

"With a population of more than 1.3 billion, China has emerged as the world's largest consumer market in recent years and Australia's primary two-way trading partner in goods and services," said NSW Business Chamber General Manager, Paula Martin.

"Many Australian SMEs are taking advantage of emerging markets in China for food and beverage, textiles and other manufactured goods, but there are also significant opportunities for services exports in financial services, environmental technology, education, tourism and leisure.

"Australia's impending Free Trade Agreement with China is reducing barriers for service-oriented businesses to enter the Chinese export market.

"NSW Business Chamber's **Export Growth China** program has generated huge interest from small and medium-sized businesses in a range of industries that would not previously have been considered export industries, from environmental consulting and video production through to sport coaching and child care services.

"**Export Growth China** substantially reduces the risks and costs to SMEs by offering a low cost entry point and expert assistance every step of the way, from determining whether a business is ready to export right through to facilitating trade agreements with Chinese wholesale buyers.

"Our showroom in Shanghai's international trading district has large LCD screens to help market these exciting new Australian services exports, and our staff on the ground in China are already proactively matching program participants with genuine Chinese buyers and providing real-time feedback on potential sales leads.

Good Eye Deer, a video production company based in Newcastle, joined **Export Growth China** to gain exposure to new customers and take advantage of China's rapid growth.

"Video can be an effective and economical tool for reaching a large audience. As one of Australia's leading video production companies, we have developed a unique approach to education and training. We believe our specialised services will help Chinese businesses deliver complex information in an engaging and effective manner," said Good Eye Deer Producer, Olivia Olley.

"We're confident in the videos we produce and the value they bring for companies, especially in the corporate (or government) training sector. Language will be our biggest hurdle as much of our film work requires us to talk with 'the average Joe' as well as project managers and industry leaders.



“We’re confident that **Export Growth China** will help us find the right interpreters for the first project - however we are being proactive and are currently looking for Mandarin speaking staff to join our team to support this endeavour,” Ms Olley said.

Business owners interested in finding out more information should visit 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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