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## EXPORT PROGRAM HELPS AUSTRALIAN BUSINESSES TAKE ADVANTAGE OF NEW GROWTH OPPORTUNITIES IN CHINA

The NSW Business Chamber, the state's peak business organisation, is helping small and medium-sized Australian businesses take advantage of significant new growth opportunities in China through its ground-breaking **Export Growth China** program.

"The *2014 Australia-China Trade Report* released today by the Australia China Business Council and NAB further confirms that there are considerable new growth opportunities in China for Australian businesses in sectors such as agribusiness, manufacturing, tourism, education, finance and professional services," said NSW Business Chamber General Manager, Paula Martin.

"China's growing appetite for high quality products is an exciting prospect for many Australian SMEs, but navigating the complexity and costs of the world's biggest marketplace can be daunting for the smaller players.

"The **Export Growth China** program reduces the risks and costs associated with export by connecting Australian SMEs with Chinese buyers; and in addition to providing businesses with a low-cost entry point, we essentially 'hold their hand' through the entire process.

"We have established a custom designed showroom in Shanghai, which we are currently filling with Australian products ready to be sold to Chinese wholesale buyers.

"If a product does generate interest from the Chinese market, we will then work with the local business to facilitate individual trade agreements so that they can retail their products throughout China.

"Our intelligence on the ground in China will be able to provide real time advice – it might be that their labelling or packaging may need to be redesigned for the local market, or the size or ingredients of their products might need to be better tailored for the specific market.

"The *2014 Australia-China Trade Report* shows that there are enormous opportunities for Australian SMEs in China; with **Export Growth China** Australian SMEs could have their products on Chinese shelves in a matter of months," Ms Martin said.

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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