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Nova Spring Water will soon hit Chinese shelves

Penrith-based firm Nova Spring Water will soon have its products on display in the heart of Shanghai's international trading district, after joining the NSW Business Chamber's new program which helps small and medium-sized Australian businesses break into China's export market.

"China's growing appetite for high quality products presents enormous opportunities for successful Australian SMEs such as Nova Spring Water, but navigating the complexity and costs of the world's biggest marketplace can be extremely daunting," said NSW Business Chamber General Manager, Paula Martin.

"NSW Business Chamber launched the **Export Growth China** program to reduce the risks and costs associated with exporting goods to China, and provide expert assistance to business owners who are ready to back the strength of their product internationally, but don't know where to start.

"We provide businesses with a low-cost entry point and essentially 'hold their hand' through the entire process; from determining whether they're ready to export right through to facilitating trade agreements with Chinese wholesale buyers.

"We have already had a fantastic response from businesses across NSW and are currently filling our custom designed showroom in Shanghai's international trading district with Australian products ready to be sold to Chinese wholesale buyers.

"Our staff on the ground in China will be proactively matching businesses with wholesale buyers and providing real-time feedback on how their products can be tailored to the Chinese market to ensure these hard-working Australian business owners have the best possible chance of success.

"Demand for environmental products in China is growing at a faster rate than any other country in the world, and there is enormous potential for businesses like Nova Spring Water that have strong environmental credentials and a proven track record of supplying high-quality, natural products," Ms Martin said.

Established in 2006, Nova Spring Water bottles pure spring water from the Central Coast Highlands of NSW which has been processed through a five-stage filtration process.

Nova Spring Water is Australia's only producer of bulk water bottled in BPA free packaging, which is also completely recyclable.



Nova Spring Water founder Nitin Lotliker said the business is excited to be part of the **Export Growth China** program.

“Nova Spring Water really is unique; we make and fill environmentally safe bottles with clean, healthy, natural spring water and we are really excited about displaying our bottled water in China and the opportunity to grow our business overseas.

“**Export Growth China** has taken the stress out of the export process, and we’re really looking forward to working with the NSW Business Chamber team on the ground in Shanghai to find out what Chinese wholesale buyers think of our product,” Mr Nitin Lotliker 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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