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Australian SMEs to benefit from reduced tariffs on China exports

Small and medium-sized Australian businesses taking part in the NSW Business Chamber's new **Export Growth China** program are set to benefit from reduced tariffs on exports to China following the official signing of the China-Australia Free Trade Agreement (ChAFTA).

"The ChAFTA will enable Australian SMEs to apply more competitive pricing to products and services exported to China than ever before. With China's growing appetite for high-quality Australian products and the proactive buyer matching offered through the **Export Growth China** program, these businesses could be establishing trade agreements in a matter of months," said NSW Business Chamber General Manager, Paula Martin.

An initiative of the NSW Business Chamber, delivered in conjunction with the Australian Chamber of Commerce & Industry and other State and Territory Chambers of Commerce across Australia, **Export Growth China** provides SMEs with a low-risk, low-cost entry point and provides expert assistance in navigating the complexities of the Chinese export market.

The program was officially unveiled by NSW Business Chamber at a ceremony in Sydney last November, attended by the Vice President of the China Council for the Promotion of International Trade, Mr Yu Ping, and representatives of Austrade and the New South Wales Government.

"One of the key strengths of **Export Growth China** is that program participants can be assured that their products or services will be marketed to key decision-makers in China," said Ms Martin.

"We have opened a custom-designed showroom in ShanghaiMart; a 280,000 m² exhibition centre in the heart of Shanghai's international trading district and the largest permanent trade centre in Asia.

"**Export Growth China** program participants will have their products or services displayed in the showroom for a minimum of six months, where our international trade experts will be proactively matching them with genuine wholesalers, importers and/or distributors and providing real-time feedback on potential sales leads.

"If a product or service on display at our showroom in ShanghaiMart does generate interest from Chinese buyers, we will then work with the Australian business to facilitate individual trade agreements so that they can retail their products or services throughout China.

"The response from the Chinese market has been extremely positive to date; in particular, there is very strong demand for high-quality Australian manufactured goods such as sheepskin products, wool-based textiles, wine and other food and beverage.



“Reduced tariffs on these sorts of manufactured goods will be critical in helping Australian SMEs achieve export success,” Ms Martin said.

Iconic New South Wales cookie manufacturer, Byron Bay Cookies, has joined **Export Growth China** for the first rotation in the ShanghaiMart showroom beginning 1 July.

“Byron Bay Cookies is celebrating 25 years this year which is an exciting time as we continue our expansion nationally and overseas,” said Byron Bay Cookies Chief Operations Officer, Keith Byrne.

“While we have been exporting our award-winning cookies around the world for over a decade, China remains an untouched market and a key component of our export growth strategy.

“Joining **Export Growth China** has given us the opportunity to put our brand in front of key decision makers, whilst benefiting from the expertise of the NSW Business Chamber. We look forward to continue working with them as part of our export strategy,” Mr Byrne said.

For more information about **Export Growth China**, 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.

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