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Bankstown clothing manufacturer prepares to break into Chinese export market

Bankstown-based clothing manufacturer Sphinx Australia could soon have its products on Chinese shelves, 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 Sphinx Australia, 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 and services 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 Western Sydney businesses 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," Ms Martin said.

As one of the country's leading manufacturers of shirts, blouses, denim, defence and emergency services apparel with over 30 years of experience, Sphinx Australia Director Tom Abdelrahim said the company is excited to be part of the **Export Growth China** program.

"Sphinx Australia specialises in manufacturing for the mid to high-end markets and we have worked with brands for the local and international market, however exporting to China would create significant new opportunities for the company and allow us to grow.

"**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 to get our clothing on Chinese shelves before the end of the year," Mr Abdelrahim said.



Media Release



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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