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Bike Storage set to take Chinese export market by storm

Bike Storage, a Blue Mountains-based business that designs, supplies and installs bicycle storage solutions, could soon be expanding into China after joining the NSW Business Chamber's new **Export Growth China** program.

"China's growing appetite for high quality and eco-friendly products and services presents enormous opportunities for successful Australian businesses like Bike Storage, 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 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 and services 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 and services in China is growing at a faster rate than any other country in the world, and there is enormous potential for businesses like Bike Storage that have a proven track record of supplying high-quality, innovative products to establish trade agreements," Ms Martin said.

As one of the country's leading providers of bike storage solutions which are regarded as best practice in the industry and among the active transport community, Bike Storage's holistic approach counters bicycle theft while keeping cages and racks user friendly to encourage mass cycling.

Bike Storage Manager Suzanne Kowalski said the business is excited to be part of the **Export Growth China** program.



“Bike Storage has begun shipping internationally, however expanding into China would create significant new opportunities for the company and allow us to expand organically.

“**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 products on Chinese shelves before the end of the year,” Ms Kowalski 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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