

# An introduction to Austrade

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Australian Government  
Austrade



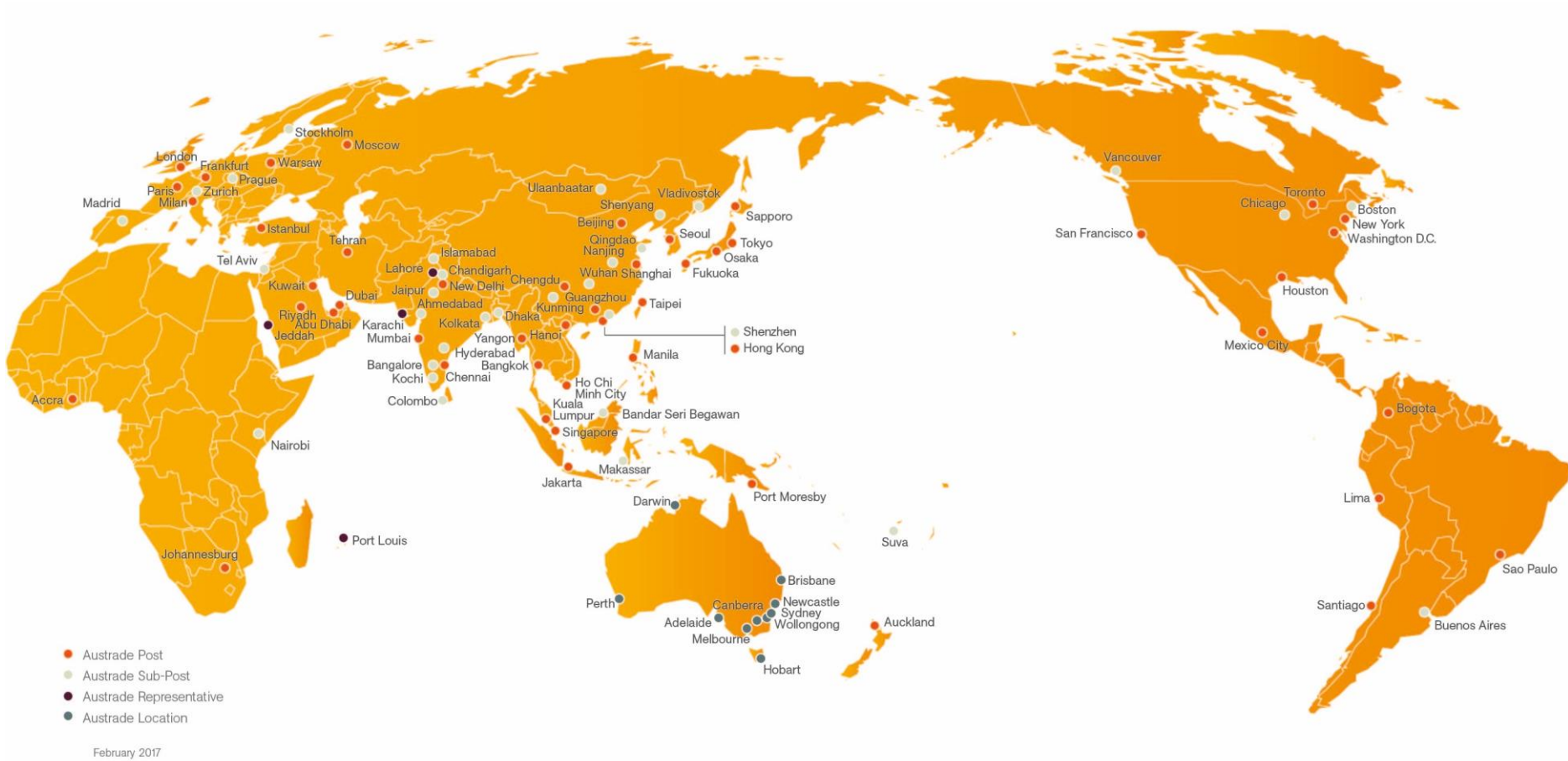
# AUSTRADE'S ROLE

Austrade contributes to Australia's economic prosperity by helping Australian businesses, education institutions, tourism operators, governments and citizens as they:

- develop international markets
- win productive **foreign direct investment**
- promote **international education**
- strengthen Australia's **tourism** industry
- seek consular and passport services in certain locations overseas.

With more than 80 offices internationally and 38 offices in Australia, our network of advisers provides practical advice that helps business reduce the time, cost and risk of exporting.

# AUSTRADE'S INTERNATIONAL NETWORK



# AUSTRADE'S NATIONAL NETWORK



# ADVICE ON EXPORTING AND DOING BUSINESS OVERSEAS

We can provide you with **advice** on doing business overseas, including:

- international market selection and market entry/expansion strategies
- business culture and etiquette
- upcoming international promotions such as trade shows and missions
- information on financial assistance and other government programs.

We can introduce you to **networks** of key decision makers, customers and contacts, including:

- connecting you with international buyers
- alerting you to upcoming international promotions and incoming buyer delegations
- referring you to specialist service providers in Australia and overseas.

# ADVICE ON EXPORTING AND DOING BUSINESS OVERSEAS

- We can provide you with **information and insights** on emerging international trends and new business opportunities.
- Austrade focuses its services in growing and emerging economies across Asia, the Middle East, Latin America and Central Europe.
- We offer general information and advice free of charge. More specific services (tailored services) attract a fee.

# GLOBAL FOOD TRENDS ALIGN WITH AUSTRALIAN CAPABILITY

## GLOBAL TRENDS

- Global demand for food is increasing as the world population approaches an estimated 9.7 billion in 2050 from current 7.6 billion
- Consumers (middle class) are demanding food that is safe, nutritious & produced sustainably along transparent supply chains
- Increasing consumer demand for healthier, more convenient & functional food products is a key driver of global growth

## AUSTRALIAN CAPABILITY

- Australia has established export supply chains for premium food products
- Asia is projected to represent the strongest growth in demand for food - doubling between 2007 & 2050

# THE OPPORTUNITY AND THE CHALLENGES



Become an aspirational choice  
(Quality)



Use premium positioning to  
get better returns (work with  
the right customers)



Deliver what our customers want  
(understand your market)



Tell a consistent, compelling  
Australian story



# QUESTIONS FOR BUSINESSES INTERESTED IN EXPORT

- What does export mean to your business?
- Do you understand the basics?
- Have you undertaken any research?
- Do you have the capacity, the resources and the commitment?
- Do you have domestic success?
- Do you have an export plan?

# FINANCIAL ASSISTANCE FOR AUSTRALIAN BUSINESSES

- Austrade administers the **Export Market Development Grants (EMDG) scheme** – the Australian Government’s financial assistance program for aspiring and current exporters
- The scheme reimburses up to 50 per cent of eligible export promotion expenses above a certain threshold
- In 2017–18, grants worth A\$131.6 million were distributed to 3,706 exporters under the scheme
  
- There are a number of other industry-related funds and opportunities offered by the Federal Government and its Departments. See [www.business.gov.au](http://www.business.gov.au) for more information

- **Assess your export readiness** using Austrade's International Readiness Indicator.
- **Read market profiles** – select from more than 80 country/export markets.
- **Find out about events** in Australia and overseas.
- **Join the Australian Suppliers Database** – join over 10,000 Australian companies in this directory accessed by potential customers throughout the world; listing is free of charge.
- **Subscribe to Export Update** – subscribe to a free monthly newsletter to receive the latest in export news and events.

# CONTACT US

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 **13 28 78** to speak to one of our advisers