



Australian Government  
Austrade



International Mission



## –Clever Canberra - ACT Government Business Mission to China – Shanghai (including EXPO 2010) and Beijing

Scope out the market, plus meet key influencers and potential customers

### About this mission

The ACT Government and Austrade invite Canberra-based businesses to Express Interest in a business mission to Shanghai and Beijing. The mission is a unique opportunity to take a closer look at opportunities in this dynamic market or expand your existing China business.

This mission will coincide with the 2010 Shanghai World Expo and leverage the ACT Government's involvement as a Silver Sponsor of the Australian Pavilion. A key mission event will be held in the Australian Pavilion, courtesy of the ACT Government's sponsorship benefits.

The mission is themed around the ACT's capacity to generate innovative companies and the proposed dates of the delegation are 05 to 09 July 2010.

### Why should you participate?

- Develop relationships with key customers and contacts through business receptions and a tailored one-on-one appointment program.
- Hear from local experts and develop an understanding of the market.
- See major customer sites first hand.
- Create or increase awareness of your brand.
- Receive on-the-ground assistance from Austrade and advice on how to successfully operate in the market.
- Increase your export sales.

### Market insights

The trade mission aims to support companies with innovative products and services in the in the following sectors:

- ICT
- Urban planning and design
- Business Services
- Clean Technologies
- Niche Sport Solutions
- Food and Beverage
- Creative Industries

China has the fastest-growing manufacturing sector in the world, which has been propelled by extensive foreign direct investment, cheap land and a low-cost labour-intensive base.

### Important information

- Date:** 05-09 July 2010
- Location:** China – Shanghai and Beijing
- Application Deadline:** Friday 9 April 2010

### Who should attend?

Companies with established export capability and an interest in the sectors highlighted under market insights are encouraged to apply.

### Don't miss out

Participation in this mission is limited. Participants will be competitively assessed – based on suitability for the market, and their export capability – by a panel made up of Austrade, ACT Government and other experts.

In partnership with:





The country's service sector continues to improve and expand with the rise in prosperity and foreign investment. Consequently, there has been a structural shift in labour from agriculture to the manufacturing and services sectors, and also a shift from rural to urban living.

The Chinese authorities have placed an emphasis on 'building a harmonious society' as China reorientates towards a market based economy. While almost all Chinese have benefited from a rise in income levels and living standards, growth and reform have brought on fundamental structural shifts in China's economy.

#### Key economic indicators and statistics (2008)

- GDP – US\$4,401.6 billion
- GDP per capita – US\$3,315
- Real GDP growth – 9 per cent
- Inflation – 5.9 per cent

Australia's relationship with the People's Republic of China (PRC) is one of the government's most important foreign policy priorities. Two-way trade between Australia and China has increased significantly over the past decade. As a result, China is now Australia's second-largest merchandise trading partner behind Japan. Figures show that bilateral merchandise trade grew from around \$8 billion in 1996 to around \$46 billion in 2006.

The Australian and Chinese governments signed a Trade and Economic Framework (TEF) agreement in October 2003, and subsequently conducted a joint Free Trade Agreement (FTA) feasibility study which was completed in March 2005.

### Mission program

Companies will benefit from an Austrade business matching and networking program in Beijing and Shanghai, with scope to develop individual business opportunities elsewhere in China, either before or following key dates in Shanghai and Beijing.

04 July	Beijing	Arrive
05 to 07 July	Beijing	Business matching program
08 July	Shanghai	EXPO 2010 program – ACT Government VIP Event
9 July	Shanghai	Expo 210 program – ACT Government VIP Event
10 July	Shanghai	Depart

### Cost of participation

Participants will be responsible for their own airfares, ground transport, meals and accommodation expenses (estimated to be at least A\$8,000 per person). Austrade will provide advice on accommodation with hotels where discount rates have been negotiated. Your expenses to participate in this mission may be eligible expenditure under the [Export Market Development Grant](#) (EMDG) Scheme.

The ACT Government will cover the cost of Austrade services to participating firms as well as overall program management and the cost of joint networking functions. The value to individual participants of this is estimated to be approximately A\$12,000 each.

Smaller companies with a turnover under \$5 million may also qualify for ACT Government funding support to offset up to 50% of other approved mission specific costs they may incur. This support will be to a maximum of \$5,000 and must be pre-approved.

Requests for additional service above what is outlined in this document are welcome but will be charged separately by Austrade. During and prior to mission, Austrade's Business Development Specialists will be available at no additional cost for general advice and assistance.



## Apply before Friday, 09 April 2010

Apply by completing the Expression of Interest attached. An ACT Government representative will then contact you to facilitate further assessment of whether this mission offers opportunities that are well-matched to your business.

### Key contacts

To discuss your options further, please contact:

**Austrade**

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**ACT Government**

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