



Australian Government  
Austrade



International Mission



## Education Canberra - ACT Government Business Mission to China – Shanghai (including EXPO 2010) and Guangzhou (CISMEF 2010)

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

### About this mission

The ACT Government and Austrade invite Canberra-based education and training businesses to express interest in a Ministerial led education mission to Shanghai and Guangzhou, which will include the Shanghai World Expo and China International Small and Medium Enterprises Fair (CISMEF) 2010. Australia is the sole co-host of this Fair and 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, led by the ACT Minister for Education and Training, Andrew Barr MLA, will leverage the ACT Government's involvement as a Silver Sponsor of the Australian Pavilion, with a Canberra-hosted VIP event to be held in the Australian Pavilion, courtesy of the ACT Government's sponsorship benefits.

The proposed dates of the delegation are 13 – 18 September 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 Education and Training sector:

- Student Recruitment
- Partnership Opportunities

### Important information

**Date:** 13-18 September 2010

**Location:** China – Shanghai and Guangzhou

**Application Deadline:** Friday 11 June 2010

### Who should attend?

Companies with established export capability and an interest in the sector 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:





- Program Development
- Education and Training Pathways

China'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.

- Guangdong Province is the second largest source of Chinese students attending school level education in Australia;
- In the top three source areas for higher education in Australia;
- CISMEF is the largest event of its kind in China.

## Mission program

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

12 September	Shanghai	Arrive
13 - 14 September	Shanghai	Shanghai World Expo and ACT Government VIP Event
15 September	Guangzhou	Travel and Set Up at CISMEF
16 – 18 September	Guangzhou	CISMEF / Business Matching Program
16 September	Guangzhou	Networking Function with Minister Andrew Barr
19 September	Guangzhou	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) and marketing collateral associated with CISMEF. 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 the CISMEF stands, 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 in excess of A\$14,000 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 but must be pre-approved.

Requests for additional service above what is outlined in this document are welcome but will be charged separately by Austrade at a fee of A\$190 per hour. 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, 11 June 2010

Apply by completing the Expression of Interest. 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**

Chris Horsburgh  
Regional Manager - ACT  
T 02 6201 7572  
E [chris.horsburgh@austrade.gov.au](mailto:chris.horsburgh@austrade.gov.au)

**ACT Government**

Robert Holgate  
Client Manager  
T 02 6205 5287  
E [robert.holgate@act.gov.au](mailto:robert.holgate@act.gov.au)

---