

ACT Trade Mission to the United States

In conjunction with Exporting Services to Government Pilot Program

International Mission

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Explore the US market, meet key influencers and engage potential customers.

About this mission

The ACT Government and Austrade invite you to participate in a trade mission focussing on selling to the US public sector. Join the ACT Deputy Chief Minister, Andrew Barr MLA, on a business delegation to Washington where you will gain direct market insight into what is often referred to as the largest single customer globally – the US Government.

The US Federal, State and Local authorities alone are collectively the largest consumers of goods and services in the world, with annual expenditure estimated to be worth US\$1.029 trillion. Now in a post-GFC environment, these government bodies are actively seeking new providers of innovative technologies to improve their delivery and efficiency.

Why you should participate

- Develop relationships with key customers and contacts through business receptions and a tailored one-on-one appointment program.
- Understand the structure of the US public sector, procurement strategy, buying cycles and patterns, contracting, implementation, market engagement strategies, and more.
- Network and engage in discussions with government officials, industry leaders, sector specialists, key influencers, integrators, and service providers.

Important information

- Date** 31 October –
4 November 2011
- Location** Washington DC
USA
- Apply by** 2 September 2011

Who should attend?

Canberra-based businesses in:

- Homeland Security, Law Enforcement, and Emergency Management
- Defence
- Infrastructure, Transportation, and Maritime
- IT Services, Health IT, and Public Sector Business Efficiency
- Energy Efficiency and Clean Technology.
- Consulting and Service Providers

In partnership with:



ACT
Government

Economic Development



Australian Government
Austrade

Contact Glen Hassett (glen.hassett@act.gov.au) for details

Mission program – Washington DC

This program has been designed to maximise your visit.

Date	Activities
Mon 31 October	<ul style="list-style-type: none"> • Arrival in Washington • Welcome Dinner
Tues 1 November	<ul style="list-style-type: none"> • In-market briefing with Austrade • <i>Own arrangements (evening)</i>
Wed 2 November	<ul style="list-style-type: none"> • Individual appointments organised by Austrade • Australian diaspora dinner
Thurs 3 November	<ul style="list-style-type: none"> • Individual appointments organised by Austrade • Networking event at the Australian Embassy
Fri 4 November	<ul style="list-style-type: none"> • Individual appointments organised by Austrade • <i>Own arrangements / Departure (evening)</i>

Cost of participation

Participants will be responsible for their own airfares, ground transport, meals and accommodation expenses (estimated to be at least A\$5,500 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 has agreed to cover the cost of Austrade services to provide overall program management, networking functions and also the group and individual appointments. The value to participants of this is estimated to be approximately A\$5,160 each.

Requests for additional service above what is outlined in this document are welcome and will incur Austrade's usual 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.

Smaller companies with a turnover under \$5 million may also qualify for ACT Government funding to offset up to 50% of other approved mission specific costs they may incur, for example some travel and on-ground expenses or cost of services above and beyond the scope of services in the trade mission program. This support will be to a maximum of \$3,000.





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Don't miss out - apply before 2 September 2011

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.

In order to provide the highest level of service to delegates, places are strictly limited. If your application is successful we will send you an Event Participation Kit with all the information you need to prepare for the mission.

NOTE: Companies participating in the Exporting Services to Government pilot program are already pre-selected for participation.

If you are considering this event or mission, Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at www.smartraveller.gov.au. Travel advice is updated regularly on this site.

Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets.

Key contacts

To discuss your options further, please contact:

ACT Government

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Business and Industry Development
Enterprise Development Directorate
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E glen.hassett@act.gov.au

Austrade - United States

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Australian Government
Austrade

Contact Glen Hassett (glen.hassett@act.gov.au) for details



ACT Trade Mission to the United States 31 October – 4 November 2011

EXPRESSION OF INTEREST FORM

Please complete this form to the best of your abilities and return by fax or email by
2 September 2011 to:

Mr Glen Hassett, Economic Development Directorate
Fax: 02 6207 0033 or email glen.hassett@act.gov.au

PART A – COMPANY DETAILS

Company name:		ABN:	
Address:		Postcode:	
Telephone No:		Mobile No:	
Email:		Website:	

PART B – COMPANY PROFILE

Date of establishment:		Number of employees:	
Is the company registered for GST?			

Overview of the solution for promotion on this program

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PART C – SALES PROFILE

Do you have a business plan and would you mind sharing with authorised Austrade staff?	
Do you have an export plan and would you mind sharing with authorised Austrade staff?	
What was your company turnover for FY2010-11?	
Do you current sell to any local, state, or commonwealth agencies?	

Please list any major Australian customers, especially any Australian state or commonwealth government agencies

PART D – EXPORT PROFILE

Have you exported your goods or services in the past 2 years?	
Have you worked with Austrade previously? What years? Which markets?	
Are you currently exporting? If so,	
What % of turnover are export sales?	
What was you export revenue for FY2010-11?	
What was you export revenue for FY2009-10?	
Have you exported to the US market in the past 2 Years? If so,	
Sales to the US in FY2010-11?	
Sales to the US in FY2009-10?	
Are you currently selling to any overseas government customers (local, state, or federal)?	
Are you aware of any trade barrier / trade agreement compliance issues potentially effecting you?	

If applicable please list any overseas government customers (local, state, or federal).





What markets do you currently export?

Please outline below details of any previous market development activities you have undertaken in the US.

Please list any international partnerships or alliances and what value they provide

List any current customers or partners in the US

Are you currently working with Austrade or TradeStart within Australia or overseas? If so, please list your Export Adviser and/or relevant staff.

DOMESTIC:	OVERSEAS:
DOMESTIC:	OVERSEAS:





PART E – BUSINESS OBJECTIVES

What are your business objectives for this program?

Who are your target customers (or sectors) both domestic and overseas?

What is the value proposition for your solution in the US? (i.e. what benefit do customers derive from your solution and why do they choose yours over another alternative?)

Who are your key competitors and are you aware of their activities in the US? What is the key differentiator between yourself and your competitors?

PART F – OTHER INFORMATION

Please supply below or attach any solution sales sheet (i.e. marketing collateral, case studies) so that it can be reviewed for its suitability for the US market.

