



Australian small business is bullish in the China Shop

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Fast Facts

- More than 4,250 Australian businesses now export goods to China, making China our 6th most important exporter destination (after NZ, USA, Singapore, UK & Hong Kong). (Austrade research)
- More than 3,000 Australian businesses have a physical presence onshore in China. (Austrade research)
- According to the Australian Bureau of Statistics, 90 per cent of Australian exporters are either small or medium sized enterprises (SMEs).
- China is now the fourth most popular destinations for Australians SMEs to export to, behind New Zealand, USA and UK (Austrade)
- More than 20 per cent Australia's exporting SMEs sell to China. Two years ago, this figure was approximately 10 percent (Austrade/Sensis research).
- More Australian SMEs now export to China than the whole of continental Europe.
- According to the DHL Export Barometer, the majority of exporters believe that in the next 12 months China will be their number one market for growth. This is expected to continue for the following five to ten years (Austrade/DHL research)
- Australian business are well regarded in China, as they are seen as being good at running large projects and having a strong professional service culture (Austrade)
- Services exports are also becoming important between China and Australia particularly in financial services, professional services (such as architecture law and engineering), education and tourism. (Austrade)
- China is Australia's number one trading partner in terms of merchandise exports, number one source of imports and number two export destination (after Japan). (DFAT/ABS/World Trade Atlas)



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Details on how businesses can win trips to the Beijing Olympics courtesy of Telstra can be found at;

<http://www.telstra.com/chinagold>

