



How we helped

Industry Country of Origin Type of Investment	How we helped
CLEAN ENERGY	
Renewable energy Germany – commenced 2006 Greenfields/Subsidiary	<p>This middle-sized German renewable energy company sought international expansion opportunities in the Asia-Pacific region. The company had limited knowledge of the Australian market, public policy or the commercial environment. We provided information on the energy industry, market potential, key players and associations, and the existing policy framework.</p> <p>We also assisted with useful contacts and introductions during the setting-up process and start-up phase to enable rapid market entry.</p> <p>RESULT: The company decided to establish a subsidiary in Australia. Once established, the company intends to use Australia as a base for exporting to other countries in this part of the world.</p>
Renewable energy Spain – commenced 2008 Acquisition/New investment	<p>Our involvement with this company began in 2004, when we began proactively bringing Australian investment opportunities to the attention of this group, which had not previously done business in the Asia Pacific. When the company showed interest in investing in Australia, we provided information on regulatory changes, set up meetings for company representatives with industry experts, and helped organise visits to potential sites.</p> <p>RESULT: In 2008, the company decided to place the majority of its capital earmarked for investment into the renewable energy sector in Australia. Now that it has a local foothold, the company will be watching developments.</p>
INFORMATION AND COMMUNICATIONS TECHNOLOGY	
Large information technology Japan – commenced 2006 R&D reinvestment	<p>When this company was deciding where to locate a strategic research centre, we provided input to planning discussions at the regional headquarters in Singapore, and the global headquarters in Japan. This included local case studies and a market intelligence report that outlined the value proposition for establishing ICT R&D in Australia.</p> <p>RESULT: The company decided to create a new Asia-Pacific region Solutions Group in Sydney. The software development work will be done in conjunction with Japan and involve collaboration with Australian SME partners, generating spin-off benefits to local industry.</p>

<p>Communications USA – commenced 2006 Greenfield regional headquarters</p>	<p>This company wanted to establish new satellite telecommunication facilities in regional Australia. We helped to gain Major Project Facilitation (MPF) status for the project from the Industry Minister. This allowed the company to secure investment capital and secure contracts from major content providers.</p> <p>RESULT: The new service will create more than 400 construction jobs, more than 100 technical and executive positions and generate up to A\$500 million in annual export revenue.</p>
<p>Large digital technology Japan – commenced 2004 Reinvestment</p>	<p>We facilitated an interview with a visiting international journalist.</p> <p>RESULT: Publicising the company’s Australian activities in the parent company’s home market helped raise awareness of the Australian subsidiary’s contribution.</p>
<p>Large information technology Japan – commenced 2005 R&D reinvestment</p>	<p>The Australian subsidiary of a large Japanese company spotted the opportunity to win an investment project when the head office considered increasing R&D spending in India. We worked to develop a total cost of business investment proposal that demonstrated how Australia could offer a premium location compared to the sub-continent.</p> <p>RESULT: The existing Australian R&D operation doubled its funding, adding personnel and winning responsibility for worldwide R&D projects. The project demonstrated that the high quality and innovative abilities of Australian engineers enabled companies to conduct R&D at half the cost of US and Japanese locations, and on a par with India-based laboratories.</p>
<p>Large information technology USA – commenced 2006 Global service centre reinvestment</p>	<p>We worked closely with the local subsidiary to build capacity to service Japanese clients. The company had hit unforeseen roadblocks in implementing this strategy. We liaised with and for the company with the Department of Immigration.</p> <p>RESULT: After extensive consultation, we were able to identify and expedite the most appropriate solution to overcome such obstacles. The company continues to expand its operations, recruiting local multilingual and ‘native’ speakers to service regional clients.</p>
<p>Large information technology Europe – commenced 2005 Global service centre reinvestment</p>	<p>We met with the parent company in-market and followed up with meetings with the Australian CEO to investigate the company’s global service centre project. We prepared market intelligence reports and developed a value proposition for Australia, in collaboration with State Government agencies.</p> <p>RESULT: After developing a comprehensive business case, the CEO presented to the decision makers in the European headquarters. The decision was made to maintain the Australian centre and expand its functions to support the world, with overflow going to India.</p>
<p>Medium information technology Europe – commenced 2003 Global service centre reinvestment</p>	<p>We worked with the company to expand its existing technical assistance centre to service the region and to grow the size and responsibilities of its Australian laboratory. This involved highlighting the time zone advantage, good ‘redundancy’, skilled labour resources and appropriate management structure, reaffirming the Australian centre’s value to the European headquarters.</p> <p>RESULT: The company operates a regional service centre from Australia with enhanced local R&D capabilities. We continue to support their endeavours on a regular basis.</p>

BIOTECHNOLOGY

Biotechnology

Singapore – commenced 2008
Strategic Alliance

This private Singapore-based biotech focuses on research and the clinical development of oncology drugs, and has developed a world first treatment for a form of cancer. The company was unaware of the depth of capability within the Australian biotech sector. Austrade helped by providing information about Australia's market strengths and the industry's key players. This prompted the company to look into finding an Australian clinical partner. Proximity and cost (rather than going to the United States) were factors in this decision.

RESULT: After completing pre-clinical studies, the biotech has commenced trials in Australia in collaboration with a major hospital and a cancer centre for the first clinical evaluation of a new drug's efficacy in humans. If successful – and the evaluations to date have been promising – the trials are likely to progress to the next stage, which will be on a much larger scale. There is also significant scope for the Australian partners to benefit from the drug's further commercialisation and development.

Biotechnology

USA – commenced 2004
R&D joint venture

Coordinating representatives from Australia's state and territory governments, we prepared a one-week site visit program for company staff. The visit targeted businesses and key research organisations in the company's key therapeutic areas of interest. We also arranged high-level meetings with government agencies and industry stakeholders.

RESULT: Follow-up visits took place in subsequent years, resulting in several partnerships with Australian biotechnology companies.

Large pharmaceutical

USA – commenced 2004
R&D reinvestment

We assisted in developing a corporate reinvestment case for therapeutics and clinical trials by providing information costs, capability analysis and benchmarking information.

RESULT: The company now conducts clinical and drug discovery research in Australia.

Large pharmaceutical

Europe – commenced 2005
R&D reinvestment

When opinion leaders and eminent researchers in this company's area of expertise visited Australia, we arranged briefing sessions with state government personnel. We also facilitated a series of company visits for this company's international representatives.

RESULT: The company has successfully entered into partnerships with Australian biotechnology companies.

Medium medical

USA – commenced 2002
Manufacturing reinvestment

This US company was considering relocating a strategic manufacturing function. We provided a briefing to the US parent company and worked with local representatives and State Government officials and ministers to develop the business case.

RESULT: The parent company relocated one of its global production lines to its Australian subsidiary.

TRANSPORT AND CONSTRUCTION

Infrastructure

South East Asia – commenced 2007
Greenfields

One of South East Asia's fastest growing airlines commenced operations to Australia in 2007. Our assistance included information on setting up business, incorporation, staffing and intellectual property, as well as introductions to regulatory authorities, industry bodies and professional service providers.

RESULT: The airline brought forward plans to service Australia ahead of other destinations as a result of professional assistance and support from Australian government agencies. South East Asia is an important tourism source market in its own right and as a hub for European traffic. The airline has since grown in Australia, opening up additional links and providing a further boost to tourism exports.

Transport engineering services

Europe – commenced 2005
Greenfield regional headquarters

We assisted this transport engineering services group in setting up in Australia through the Supported Skills Program (SSP). We negotiated an agreement with the Department of Immigration to expedite visas for key specialist technical and managerial staff to overcome existing local skill shortages.

RESULT: The Sydney office plans to employ more than 150 staff over the next three years and train 80 Australians in specialised technical areas.

Medium construction

Europe – commenced 2005
Greenfield investment

We helped this company enter a niche Australian market: design, build and turnkey contracts for laboratory clean rooms in major research centres. Our assistance included working with state governments to identify optimal investment locations, industry contacts, set-up advice, visa information and introductions to professional associations.

RESULT: The new company fills a gap in the Australian marketplace, has won a number of contracts and employed up to 75 staff.

FOOD AND BEVERAGE

Food and beverage

Scotland – commenced April 2008
Acquisition/Expansion/New technology

This well-known major brand food group acquired the assets of an Australian based food business, including a manufacturing facility. Austrade's office in London had worked with this company for a number of years before the investment took place, assisting with visit programs, developing a foreign investment brief, providing industry capability information and identifying potential joint venture partners.

RESULT: The company plans to invest further in new technology to bring the Australian factory up to the standard of its Scottish production facilities, and work is currently underway to add a new production line at the factory.

Meat and livestock

UAE – commenced January 2009
Joint venture /Greenfields

This client, a major company in the meat and livestock industry in the Middle East, decided to invest in abattoirs in Australia. Austrade provided a high level of support and assistance by identifying potential partners in the abattoir and meat packaging sector in Australia, facilitated introductions to relevant state government agencies, gave advice about the regulatory process of setting up a business in Australia, and helped with visa applications.

RESULT: The client is considering other appropriate investment opportunities in the Australian meat industry, as well as a possible expansion of current operations in Australia to meet demands for their products in their home market.

ADVANCED MANUFACTURING

Large aerospace manufacturing

USA – commenced 2005
Manufacturing reinvestment

An established manufacturer of aerospace components pitched for project work for the detailed design, engineering and manufacture of wing flaps for the new Boeing 787 Dreamliner. Boeing required half of the aircraft to be constructed from carbon fibre reinforced plastic, which placed exceptional engineering challenges on suppliers. We helped the company gain recognition as a Tier 1 aerospace supplier by providing strategic investment coordination.

RESULT: The company was selected to supply the movable surfaces on the trailing edge of the wing, including flaps, ailerons and associated structures. The company has successfully expanded its global footprint.

Large advanced manufacturing

Japan – commenced 2004
Greenfield manufacturing investment

We helped this company gain regulatory approval for a greenfield manufacturing operation in Australia. After helping to obtain Major Project Facilitation (MPF) status from the Industry Minister, we were able to provide the company with tailored facilitation services, including market supplier information, direct contacts for accessing government programs relating to R&D, and concessions for the import of specialised automation equipment.

RESULT: The company established a A\$100 million assembly plant to produce vehicle components. Commercial production began in early 2006, employing up to 280 staff.

Medium advanced manufacturing

Malaysia – commenced 2008
Corporate investment

This Malaysia-based group wanted to acquire a stake in a large rubber manufacturer that specialises in hoses and fittings for the marine and mining sectors. We assisted the client by providing information on the general business environment, financial regulations, immigration requirements and setting-up a business in Australia.

RESULT: The group established a substantial number of new branch offices and new franchises in targeted areas around Australia. Further expansion is now planned, which will provide increased employment.

Medium advanced manufacturing

China – commenced 2008
Greenfield manufacturing / Manufacturing reinvestment

A recognised global leader in sheet and plate metal working, this Australian company encountered financial difficulties in the late 1990s. Together with AusIndustry and the CSIRO, we assisted the company over a number of years, restoring the viability of the local operation by helping to find an international partner.

RESULT: Now owned by its major Chinese client, the new business produces laser cutting tools and customised machinery. Australian design and branding strengths have helped promote exports to China, India and America. The company is now a regional headquarters for the parent company.

Large advanced manufacturing

Europe – commenced 2005
R&D reinvestment

We supported a local subsidiary in a pitch to its regional headquarters to expand its R&D capacity and collaboration activities in Australia. We developed a business case for the local executive outlining the value proposition for Australia as a strategic location for their business in the Asia-Pacific region.

RESULT: The local subsidiary made a successful case and funding has continued to grow.

<p>Small advanced manufacturing China – commenced 2006 Greenfield investment</p>	<p>The Australian Government and industry encourage the adoption of green building practices using sustainable development technologies. When this Chinese company approached us with its plan to promote environmentally friendly building technologies, we provided timely services and on-going support. A market intelligence report was prepared, and site visit organised for this project to help the company understand Australia’s building industry.</p> <p>RESULT: The joint venture investment that followed was for demonstration buildings which have adopted the latest green building design technologies and equipment. The company has worked with the CSIRO, related industry associations, and the State Government to promote green building practices and upgrade the current standards and regulations in Australia via a series of marketing campaigns. Based on this success, the company has expanded its business, introduced more related technologies into Australia and conducted the related equipment assembly in Australia.</p>
<p>RESOURCES</p>	
<p>Mining China – commenced 2007 Joint venture/Greenfields</p>	<p>When the world’s largest tin producer was interested in investing in Australia and in a joint venture, we assisted in many ways. We introduced the company to state governments; arranged business meetings with relevant parties, including the Australian partners; worked closely with legal advisors to assist the company with its Initial Public Offering on the Australian Securities Exchange (ASX); provided investment information on nickel, copper, zinc and lead; and facilitated working visa and business applications both in Australia and Ghangzhou.</p> <p>RESULT: The joint venture mining company was successfully listed on the Australian Securities Exchange and is pursuing mineral exploration and development projects in Australia, focusing on tin, copper, lead, nickel and zinc.</p>
<p>Medium mining company Japan – commenced 2004 Singapore – commenced 2005 Joint venture</p>	<p>We assisted the company by identifying mining and resources sector investment opportunities in Australia, particularly in iron ore, coal, tin and copper. By request, we also clarified the role of Australian Government agencies such as the Foreign Investment Review Board, and arranged for an industry specialist to brief the company in Singapore on local immigration and labour regulations and market skills shortages.</p> <p>RESULT: In 2008, the investor signed a significant joint venture agreement with an Australia-based business. This investment has brought forward the program for two northern Queensland mining projects, in tin and base metal. These mines will be fully operational by 2010.</p>
<p>Mining Singapore – commenced 2006 Joint venture</p>	<p>We assisted the company by identifying mining and resources sector investment opportunities in Australia, particularly in iron ore, coal, tin and copper. By request, we also clarified the role of Australian government agencies such as the Foreign Investment Review Board, and arranged for an industry specialist to brief the company in Singapore where issues such as immigration, labour and skills shortages were covered.</p> <p>RESULT: In 2008, the investor signed a significant Joint Venture agreement with an Australian-based business. This investment has brought forward the program for two northern Queensland mining projects, in tin and base metal. These mines will be fully operational by 2010.</p>

<p>Metals and mining China – commenced 2008 Greenfields</p>	<p>The investor, a large energy company in China, won the tender for exploring an important coal mining allotment in Australia. Austrade provided information about the business environment and investment regulations in Australia, advised on setting up a business in the country, sourced potential business partners and business opportunities, introduced visiting delegations to various State Governments, and arranged and facilitated several site visits.</p> <p>RESULT: The energy company has made an initial investment for exploration and will provide additional funds if a lease to mine export quality coal is eventually granted. In this case, the company would also be prepared to invest in transportation infrastructure and to contribute to a local regional community trust.</p>
<p>Metals and mining China – commenced 2008 Joint venture /Greenfields</p>	<p>This very large state-owned enterprise, the major steel producer in its region in China, was considering Australia for iron ore investment opportunities. Austrade provided – and continues to provide – the company with iron ore market reports, advice about investment opportunities, and help with visas and support for site visits by company officials.</p> <p>RESULT: A joint venture was established. This publicly listed company is focused on the development of a major iron ore project in Western Australia, which includes hundreds of jobs in the state-up phase, and the eventual export of high-quality hematite ore, high-grade magnetite concentrate and blast furnace quality pellets to world markets, in particular to China.</p>
<p>Large metals producer China – commenced 2000 Manufacturing reinvestment</p>	<p>The world’s largest tin producer was interested in investing in Australia, potentially through a joint venture. We introduced the company to state governments and arranged business meetings with relevant parties, including possible partners. We also provided investment information relevant to the nickel, copper, zinc and lead industries. Austrade facilitated working visa and business applications both in Australia and Ghangzhou, and worked closely with the company’s legal advisors to assist the company with its Initial Public Offering on the Australian Securities Exchange (ASX).</p> <p>RESULT: The joint venture mining company achieved a successful listing. It is now pursuing mineral exploration and development projects in Australia, focusing on tin, copper, lead, nickel and zinc.</p>

About Austrade

The Australian Trade Commission – Austrade – is the Australian Government’s trade and investment development agency. Through Austrade’s global network we assist Australian companies to succeed in international business and attract productive inward investment into Australia.