



Australian Government
Australian Trade Commission



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>

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.