Austrade has a unique global network of offices and mobile resources operating in 142 locations. Austrade’s deployment of resources reflects, in part, the destinations that Australian exporters choose to target due to favourable trade conditions, as well as locations of significant export potential. It also reflects the priorities of the Australian Government, including markets where trade policy can have the greatest economic impact for the benefit of the Australian community.

In many locations, Austrade is represented through an office. However a flexible mobile workforce is also being engaged where new markets are tested and/or the organisation needs to rapidly increase its regional reach in international markets offering high export potential. Austrade’s international presence can take varied forms including the traditional office with Australian management, often in an embassy or high commission; a sub-office operated by local nationals; or a trade consultant seeking opportunities for Australian business.

**Figure 1: Austrade’s global network**
In 2004–05, Austrade had a network of 17 national offices plus an extensive network of TradeStart offices, (see Appendix A).
Figure 3 details Austrade’s structure. Austrade’s onshore operations are structured around a sales model, with two key positions, Exporter Development Director and Client Services Director, responsible for sourcing and servicing exporters.

Austrade’s offshore operations are structured around four regions; the Americas; Europe, Middle East and Africa (EMEA); North East Asia (NEA); and South East Asia, South Asia and Pacific (SEASAP). In addition to being accountable for overall regional performance, each regional director, located within the region, is responsible for adding value to the management of key clients and customers in their region.

Four groups provide organisational support. They are:
- Analysis and Planning
- Human Resources
- Finance and Information
- Government and Corporate Services, including Government, Industry and Policy; Export Finance Assistance Programs (including the Export Market Development Grants scheme); Corporate Marketing and Communications; and Business Effectiveness (legal, procurement, risk management, security and property).

*Margaret Lyons resigned on 14 January 2005. Leith Doody acted in the position of Executive Director Government and Corporate Services until the appointment of Hamish McCormick on 9 June 2005.*
our people

Credit for Austrade’s achievements goes to the 1058 members of staff. Austrade’s ability to service Australian business around the world is based upon the structure of hiring overseas-engaged-employees (OEE) with relevant business and industry skills in-country. This framework is supported by Australian nationals who bring with them an understanding of both the Australian business environment and the organisational priorities and goals.

Austrade is supporting its employees to develop their capacity, capability, motivation and flexibility to deliver on the organisation’s business goals. Austrade values and seeks a certain skill set among employees to ensure that the organisation is represented by energetic and motivated professionals who are commercially astute, results-orientated, take a hands-on approach and are strategic and innovative thinkers.

Maria Elena Saint Martin, Austrade’s Business Development Manager in Mexico City, has had a remarkable year. For Maria Elena, who primarily concentrates on the IT and construction industries, the 2004–05 financial year was a busy one. She organised an Australian stand featuring six Australian companies in Latin America’s largest construction industry exhibition; put together the first Australia–Mexico eLearning conference; and coordinated a buyers’ mission to CeBIT Australia in May 2005. She assisted a number of new and existing exporters to do business in Mexico. In December 2004 she also welcomed her daughter, Ana Laura, to the world.

Austrade staff attending the 2004 internal leadership program, Achieving Austrade’s Priorities (AAP), Manly, New South Wales
Austrade has a comprehensive range of output measures that enable it to demonstrate the extent to which it has achieved the outcomes set down for the organisation by the Australian Government. These outcomes and outputs are outlined on page 25, and detailed commentary on Austrade’s performance is set out on the pages immediately following.

Internally, Austrade uses selected output measures as its key performance indicators (KPIs). The KPIs monitor and measure the organisation’s performance in assisting Australian businesses to achieve success in export and international business.

Figures 4 through 9 show Austrade’s performance in 2004–05 for six of its KPIs. There are four additional KPIs:

- number of established exporters achieving export success with Austrade’s assistance (see page 31)
- number of clients achieving export success indirectly through Austrade (see page 31)
- value of outward investment success with Austrade’s assistance (see page 32)
- community awareness of importance of the Australian Government’s trade and international business facilitation activities through Austrade (see page 26).

**Figure 4: Number of clients achieving export success with Austrade’s assistance**

The total number of clients achieving export success with Austrade’s assistance has more than doubled since 2002–03, where success is defined as the achievement of an export sale.

**Figure 5: Value of export success with Austrade’s assistance ($m)**

The value of exports achieved by clients with Austrade’s assistance has more than doubled in three years.
Figure 6: Number of new or irregular exporters achieving export success with Austrade’s assistance

Since the commencement of Austrade’s New Exporter Development Program in 2002, the number of new or irregular exporters assisted that have achieved export success has increased more than tenfold to 1717.

An irregular exporter is defined as an organisation that has not earned recurrent export revenue in the same market during the last three years.

Figure 7: Number of clients achieving outward investment success with Austrade’s assistance

The number of clients achieving outward investment success with Austrade’s assistance has more than doubled in three years.

Figure 8: Number of clients in the biotechnology, ICT and services industries achieving success with Austrade’s assistance

Since the commencement of the program to assist clients in the biotechnology, ICT and services industries, the number of clients achieving success with Austrade’s assistance has more than doubled over three years. Success for clients in these sectors is defined in terms of export, investment and non-monetary measures such as strategic alliances and joint ventures.

Figure 9: Client satisfaction with Austrade’s services

The annual client satisfaction survey concluded that 89 per cent of clients rated Austrade’s services as good, very good or extremely good.

* The client satisfaction rating is for established exporters receiving Austrade services. The satisfaction rating for NEDP clients was also 89% (see page 32).
TRADESTART

TradeStart is a national network of 50 offices that provide the resources, advice and expertise to help Australian businesses export successfully, with a particular focus on new and irregular exporters and small to medium enterprises (SMEs), especially in regional and rural Australia. The Australian Government has provided $21.5 million from 2002–03 to 2005–06 to fund the TradeStart network.

TradeStart is a partnership between Austrade, state and territory governments, industry associations and regional development organisations. A total of 29 service providers were involved in the program in 2004–05.

In 2004–05 TradeStart helped 634 Australian businesses achieve export sales worth $113 million. Of these clients, 449 were new exporters. The 26 regional TradeStart offices helped 264 businesses achieve export sales worth $41.1 million and 158 of these clients were new exporters.

In 2004 the Australian Government announced the establishment of eight export hubs as an election commitment. Two of these hubs, in Bega and Tweed Heads, will also be the location of new TradeStart offices. The hubs co-locate TradeStart and AusIndustry services and $6.4 million has been provided from 2004–05 to 2008–09 for this initiative. Export hubs will open progressively from July 2005.

NEW EXPORTER DEVELOPMENT PROGRAM

Through the New Exporter Development Program (NEDP), Austrade and TradeStart offer a package of free-of-charge export services designed to assist small to medium Australian companies develop their businesses overseas and make their first export sale. It gives Australian businesses the best possible start to exporting by providing advice and information about getting into exporting, export coaching and assistance on the ground in foreign markets.

Support for potential exporters is available through Austrade and partner organisations throughout Australia and the overseas network.

Austrade’s primary objectives are to drive growth in export value and double the number of Australian exporters. In 2005–06, Austrade will seek to enhance this commitment by focusing on the long-term sustainability of exporters while maximising export and international business outcomes arising from free trade agreements and trade policy; supporting exporters to target new and key export markets such as India and China; and driving export development and export success in key industries.

EXPORT MARKET DEVELOPMENT GRANT SCHEME

The Export Market Developments Grants (EMDG) scheme is the Australian Government’s principal financial assistance program for aspiring and current exporters. The scheme encourages Australian SMEs to enter into and develop sustainable export markets by reimbursing up to 50 per cent of expenses incurred on eligible export promotion activities, less the first $15 000.
KANGAROO CREEK GANG

Kosta Mijatovic and his business partner Tom Kieckhefer are the joint owners of Perth-based Kangaroo Creek Gang Pty Ltd. They are hoping a move into the Polish market will open the television doorway for their animated cartoon series to other European countries.

In 1998 they bought the intellectual property rights to the series and teamed up with Southern Star Entertainment Ltd to revamp the characters and produce the episodes screened on Australia’s Nine Network. However, the partners faced challenges in getting the animation aired in other countries.

As part of Austrade’s New Exporter Development Program (NEDP), Kangaroo Creek Gang Pty Ltd was given free advice and information on exporting and securing assistance in Poland.

Following a meeting with Austrade’s Business Development Managers in Warsaw, the partners were advised to approach a dubbing house rather than television stations, which are often overwhelmed by the volume of offers they receive.

The strategy proved successful for Kangaroo Creek Gang Pty Ltd. Nine months after the initial talks, the pair has secured their first broadcasting contract with Polish television.

CAMELMAN, ALL THE WAY FROM THE OUTBACK TO SOUTH AFRICA

A remote cattle property 100 kilometres from the nearest town might not appear the ideal place to run an export business—but Jayne Maes is a businesswoman with a thirst for a challenge.

Apart from managing the homestead of the one-million-acre property in the Pilbara region in Western Australia, Ms Maes sews a range of adults’ and children’s oilskin clothing.

‘I usually sew until about 2am or 3am every day’, she said. The successful clothing company, Camelman Products, started three years ago but while the domestic market was good, it was not big enough to meet the growth envisaged by Ms Maes.

She therefore met with a TradeStart representative from the Carnarvon office.

‘They said there was interest in oilskin products at an agricultural show in South Africa and could I go’, she said. ‘I sewed around the clock for three weeks to have enough coats to take to South Africa.’

Ms Maes is now working on establishing a small factory in her nearest town, Newman, and expanding her line to include camel-leather clothes. ‘You just have to go for it—the assistance is there for you’, she said.

The Camelman kids range

Export success in Poland for Perth-based company Kangaroo Creek Gang
In Australia, two Austrade groups focus on working with clients: the Exporter Development Division and the Client Services Division. Offshore Austrade has four regions. This section provides highlights from our global network.

**EXPERTER DEVELOPMENT DIVISION**

The Exporter Development Division focuses on proactively sourcing new clients through marketing activities and working closely with allies. The division comprises five state managers, three global industry teams, the Business Generation Unit (including Response Centre, Visits and Events), the Exporter Initiatives Unit, Market Development Specialists, Operational Promotions and Corporate Partnerships unit.

The specific areas of focus for the division are:
- specific industry engagement through global industry teams
- working with key allies on joint projects and events
- promotions to targeted groups of potential clients
- niche opportunity matching, linked directly to specific market development specialists
- profiling and running the Export Awards
- managing Austrade’s network of events and visits
- frontline management of all phone and email inquiries.

During the 2004–05 financial year, the Exporter Development Division managed approximately 250 seminars with 12,176 attendees; 9,321 web inquiries; 27,529 calls to Austrade’s 13 28 78 phone number, and involved 2,445 new exporters in visit programs with Austrade staff and overseas customers.

Before joining Austrade Di held the positions of Chief Executive Officer with University Co-operative Bookshop Ltd and Managing Director for the Australia – New Zealand operations of the Institute for International Research (IIR). Di is a past President of the Australia–Indonesia Business Council, NSW Branch.
HIGHLIGHTS FROM THE EXPORTER DEVELOPMENT DIVISION

The Exporter Development Division coordinated a national Women in Export seminar series held in Adelaide, Brisbane, Canberra, Hobart, Melbourne, Perth and Sydney, between 27 April and 5 May 2005. Each Women in Export seminar consisted of two case studies from local businesswomen who had succeeded in exporting, and presentations from two Senior Trade Commissioners (STCs), followed by a question and answer session and individual consultations.

Austrade, supported by Australian Exhibition Services and the Franchise Council of Australia, coordinated an international buyer program around the Sydney Franchise Expo at Darling Harbour. The cornerstone of the initiative, held from 14 to 17 April, was an Austrade-hosted international business lounge on the mezzanine level above the main expo. Australian franchisers could actively pursue international opportunities by showcasing their systems to over 50 prospective buyers from a range of markets including China, Hong Kong, Indonesia, Malaysia, Singapore and Thailand.

In 2004-05, the Exporter Development Division introduced a new way to present opportunities and services to potential exporters, through the Going Places seminar series. These seminars featured Austrade regional market specialists, presenting opportunities in their markets through an open panel session. Overall, 10 Going Places seminars were held, with the Exporter Development Division’s marketing reaching more than 76 000 businesses.

MyExportCoach is an Internet portal for export information. It was designed by Austrade for ICT companies and incorporates links to various export resources relevant to the ICT industry. MyExportCoach includes 12 online modules that answer relevant questions and receives an average of 15 registrations per week.

FROM CONTACTS TO CONTRACTS

A guide to successful exporting for the Australian professional services sector

With the global market for services becoming the fastest growing sector of world trade, Austrade’s Services Export team in Sydney launched its professional services campaign to help more Australian service providers tap into expanding export opportunities. To set Australian service providers on the right track to export success, Austrade developed a guide especially for them. Called From Contacts to Contracts, it includes information, tips and techniques on ways to export services.

Over 62 000 professional service providers received communication materials from Austrade encouraging them to telephone or go online to fill out its professional services questionnaire. Over 2200 firms responded, the majority of whom had not previously worked with Austrade. According to Lloyd Downey, Global Team Leader, Service Exports, ‘the answers businesses provide in the questionnaire will assist Austrade’s efforts to tailor its services to the types of professional service companies that are most interested in partnering with Austrade’.

Left to right: Kylie Hargreaves (STC, Los Angeles), Alison Naylor (Regional Export Adviser, Perth), Ranjit Singh (Marketing Manager, New Projects), Jenny Mathews (State Manager, Western Australia) and Di Robinson (Exporter Development Director)
The Client Services Division works with new and established exporters to prepare them for exporting and works closely with Austrade's overseas network to assist clients achieve export success. The division has four teams:

- The Local Export Adviser Network works with new exporters who need intensive coaching.
- The TradeStart Partnerships Unit coordinates the TradeStart Program and TradeStart ally network of 50 offices located around Australia.
- The Client Advisory Services team works primarily with established exporters who require assistance to expand their current export markets or enter new markets.
- The Client Service Initiatives team focuses on improving Austrade's service offering, client service standards and programs including the New Exporter Development Program.

Pat has responsibility for designing and implementing programs that prepare Australian businesses as sustainable new exporters or that assist existing exporters. Prior to joining Austrade, Pat held senior executive positions in the educational publishing sector, most recently as Managing Director of Pearson Education Australia.
HIGHLIGHTS FROM THE CLIENT SERVICES DIVISION

Austrade and TradeStart Export Advisers located around Australia provided advice and assistance to more than 9500 new and established exporters in 2004–05. Of these clients, 3260 were on the New Exporter Development Program.

New client relationship and management processes were introduced for Austrade and TradeStart export advisers working with new exporters. The new processes, which are designed to assist staff manage their client loads and achieve better outcomes for their clients, were introduced in November 2004.

The Client Services Division worked with Austrade’s overseas regions to support and host more than 60 buyer visits to Australia across a range of industries, including baby products, cosmetics, pharmaceuticals, timber, plant nursery products, wine, gourmet food, e-government services and thoroughbred dogs. Meetings were organised for relevant clients to showcase their products to these international buyers.

‘Swedish Style’ export seminars were held for the fashion, design and homewares industries in March 2005. In addition to Austrade’s industry and market specialists, other speakers included representatives from a major Swedish department store, the Swedish Import Council and an Austrade client who achieved significant success in Scandinavian markets. Seminars were held in Melbourne and Sydney, the latter attended by HRH Crown Princess Victoria of Sweden, the official Patron of Swedish Style in Australia 2005.

The Western Australian Local Export Adviser Network, together with Austrade offices in Kuala Lumpur and Singapore, organised an Indulgence Exhibition in Malaysia and Singapore in April and May 2005. The exhibition showcased premium wines, gourmet foods, arts and tourism products from Western Australia to customers looking for high-quality luxury items. Forty-one clients participated in the exhibition and 15 export sale contracts were signed at the event or in the days immediately following. Additional export contracts are being negotiated.

SPOTLIGHT ON THE AUSTRALIAN FASHION INDUSTRY

Austrade has supported the Mercedes Australian Fashion Week since its inception. In 2005, the 10th anniversary of the event, Austrade was more involved than ever.

Export Advisers in the Client Advisory Services team, together with 14 of Austrade’s offshore offices, organised for 55 international buyers to attend Mercedes Australian Fashion Week in May 2005.

Austrade secured the participation of Stephanie Solomon, fashion director of New York’s Bloomingdale’s department store, and Polly Noé-Storr from London’s Selfridges department store. The presence of these two major fashion buyers was an outstanding opportunity for Australian fashion designers to make a greater international impact. Key fashion buyers from Hong Kong, Jakarta, Milan, Oslo, Seoul, Shanghai, Singapore, Stockholm, Taipei, Tokyo and Toronto were also represented at the event.

The international buyers are now developing deals with many of the designers, including with Julianne, an Austrade client on the New Export Development Program. The Julianne collection was showcased in the New Generation group at the Mercedes Australian Fashion Week.

Left to right: Robert Sutton (Austrade), Stephanie Solomon (Fashion Director, Bloomingdale’s New York), Rodney Gilchrist (Austrade) and Julianne Merriman (Austrade)
In 2004–05 a key focus for Austrade in the United States has been capturing opportunities arising from the Australia–United States Free Trade Agreement (AUSFTA) which came into effect on 1 January 2005. This has been supported by the Australian Government’s commitment to appoint 30 new export advisers (23 in the United States and seven in Australia) as well as a program of sub-regional industry strategies which account for the diverse business environments across the region. Sub-regional teams have been established for the following sectors:

- **Canada** — food, wine, consumer goods and services
- **United States** — food, wine, technology, services, industrial/automotive, agriculture and government procurement
- **Latin America** — mining, agriculture, food, beverages and education

Other key sectors in Canada and the United States include arts and craft, biotechnology, creative industries, defence, film, wine technology, infrastructure, interior products and World Bank and United Nations projects. The extended focus in Latin America includes animal genetics, education services and tourism.

Ian was appointed to the Americas Regional Director position after several management positions with Austrade, including in Russia, Japan, the United States and the Middle East. Before this, Ian worked in international banking and agricultural economics. Ian speaks French, Russian, and Japanese and is studying Spanish.
**HIGHLIGHTS FROM THE AMERICAS**

Australian **animal genetics exports** to Latin America grew rapidly in 2004-05 as a result of Austrade’s targeted exploration and promotional activities in this niche export market. Seventeen new Australian genetic companies recorded export success in the past year. In Mexico, where Austrade assisted 25 Australian breeders at the World Brahman Congress in November 2004, three of the companies made their first-ever export sale within two months of attending the Congress. As a result of Austrade’s efforts, 30,000 Australian calves have been born in Latin America.

In April 2004, Austrade in Washington DC was engaged to research the US aviation market by **Airservices Australia**. The research identified an opportunity which contributed to Airservices Australia winning a $20 million contract to manage air traffic control towers under the US Federal Contract Tower (FCT) program.

Austrade’s US team assisted Australian companies to identify and develop commercial outcomes in the US Government procurement market. For example, following a recently signed agreement, **Aerosonde**, an unmanned aerial vehicle developer, is now working in close partnership with Lockheed Martin, the United States’ largest defence contractor, a partnership forecast to deliver multimillion dollar sales as the two companies jointly bid on US Government contracts. Aerosonde, which benefited from government procurement provisions under the AUSFTA, was supported by Austrade and the Defence Materiel Organisation in presenting its Mk 4.1 fleet to US buyers at a function at the Australian Embassy in Washington DC.

Throughout 2004-05 Canadians were able to **Discover Australia** with nine targeted trade promotional events held under one consistent brand, from Vancouver to Toronto and on to Montreal. The promotion focused on encouraging distributors to look beyond Australia’s crocodile and sporting image to its diverse business offerings.

**DEAN & DELUCA**

Buyers for Dean & Deluca, one of the premier retailers of gourmet and specialty foods in New York and Washington DC, travel the globe to source the finest quality goods available. Following an Austrade-supported buyer visit to Australia in September 2004, Dean & Deluca has expanded its range of unique Australian food products.

With annual sales estimated to be in excess of US$100 million, Dean & Deluca was an obvious choice for New York-based Beth Goslin, Austrade’s Business Development Manager for food, to approach. Her aim was to encourage Dean & Deluca to offer more Australian products in their stores, corporate gift catalogue and on their e-commerce site.

In the short term Austrade’s relationship with Dean & Deluca has already proven positive with Australian food products being carried by the store, and an Australian food promotion. In the longer term, having Dean & Deluca as a supporter of Australian products is invaluable to producers in terms of positive positioning in the global marketplace. You can now walk into a Dean & Deluca store and find Australian olive oil, honey, wine, cheese, olives, sauces and, of course, Vegemite.

Maggie Beer Fruit Pastes on display at the Dean & Deluca deli in SoHo, New York City
EUROPE, MIDDLE EAST AND AFRICA

The five Europe, Middle East and Africa (EMEA) sub-regions are:
- Central and South Eastern Europe (CSEE)
- Western Europe, Scandinavia and Mediterranean (WESM)
- United Kingdom, Ireland, Israel and Sub-Saharan Africa (UKIISSA)
- Commonwealth of Independent States (CIS)
- Middle East (ME)

The main industry sectors providing opportunities for Australian companies across the region include agribusiness, wine, automotive, ICT/e-government, sport, services, biotechnology, building and construction, defence, marine, oil and gas, art, consumer items for retail outlets and fashion and infrastructure.

JOHN FINNIN

Regional Director
Europe, Middle East and Africa

John joined Austrade from The Fosters Group, where he managed the country’s largest hotel company. Before this John worked in various Chief Executive and General Manager roles for companies including Australian National and Daikyo. John has spent many years working in the Middle East, Africa and South East Asia.
HIGHLIGHTS FROM EUROPE, MIDDLE EAST AND AFRICA

Austrade in the Commonwealth of Independent States (CIS) hosted Australia Week, the largest Australian trade event in Russia. The event attracted over thirty Australian exporters, including BHP Billiton, Mincom and the Firepower Group. It was opened by His Excellency Major General Michael Jeffery AC CVO MC, Governor-General of the Commonwealth of Australia. The event spanned a broad cross-section of industries and also included an extensive cultural program.

MIDEM is the largest international trade fair for recorded media and is held annually in Cannes, France. Austrade Paris has participated in the event for the past three years, in partnership with AIR, the Australian Association of Independent Record labels. In 2005 AIR had 24 exhibitors and 74 Australian companies participating at MIDEM. An additional 104 Australian individuals also visited and used the Austrade stand. The trade fair resulted in five new Australian exporters and five existing Australian exporters closing deals.

With the support of Austrade, Tourism Australia, Business ACT and Tourism Western Australia, Robert Maklowicz, Poland’s prominent television chef, travelled to Australia to film the latest in his Culinary Journey series. Austrade’s Central and South East Europe (CSEE) sub-region anticipates receiving substantial inquiries from importers and distributors in Poland once the Australian episodes are aired in late 2005.

In 2004–05 Austrade’s UK and Irish operation was increased to better capture the growth in the trade relationship with Australia. A new presence was established in Manchester with a Trade Commissioner, and in Dublin with a Trade Consultant. Austrade’s London office also increased from 10 to 15 staff to service a significant and sustained increase in doing business with Australia in the region.

REBUILD IRAQ

Organised by the American Chamber of Commerce in Jordan, Austrade, for the first time, attended the Rebuild Iraq 2005 exhibition. It is the second such promotion aimed at the reconstruction of Iraq. The team works under the guidance of Senior Trade Commissioner Greg Hull and includes Aows Dargazali, who is based in Amman, Jordan. The team has introduced 11 new Australian exporters and a further 26 established exporters to the Iraqi market.

Against a backdrop of increased uncertainty surrounding Iraq’s elections, and with the support of Austrade teams in Australia, Jordan, and the Middle East, Austrade Baghdad was able to develop a comprehensive program for Australian exporters. The highlight of the year was Austrade’s participation in the Rebuild Iraq event.

Due to the uncertain security environment and limited transport options, Austrade obtained ministerial approval to utilise an RAAF C130 aircraft to transport an invited group of 63 prominent Iraqi business and government procurement officials to the event.
NEA region’s focus export sectors in 2004–05 included food and beverages, education, building and construction, automotive, agribusiness, ICT and biotechnology and consumer products and services. Affluent markets like Japan, Korea, Taiwan and Hong Kong also offer opportunities in emerging and niche sectors including arts and entertainment, design, fashion, leisure, sports and organic foods.

Laurie has over 20 years Asia experience including long-term assignments in Guangzhou, Beijing, Shanghai and Taipei. He has worked in a wide range of corporate, advisory and government roles including stints at the former Department of Trade, the Department of Foreign Affairs and Trade, as a consultant to a wide range of Australian companies, large and small, and as Chief Representative in China for News Corporation and its operating subsidiary, STAR TV.
HIGHLIGHTS FROM NORTH EAST ASIA

Austrade posts in the region, in conjunction with DFAT and Invest Australia, have been actively involved in the business missions for Expo 2005 in Aichi, Japan. During each of the six months of the Expo, the Australia Pavilion focused on a particular industry theme including agribusiness; food and wine; ICT; natural resources and energy; biotechnology; automotive; and environmental technology. Austrade organised three business missions between April and June 2005 with three additional missions planned for July to September 2005.

Japan has been Australia’s largest export market since 1969. It continues to offer Australian exporters from a broad spectrum of industries an abundance of opportunities. In recognition of the important role of Japanese customers, Austrade posts in Japan have initiated the Australian Importer Awards. The Australian Importer Awards were given to five or six Australian companies in each region of Japan that have made a significant contribution to the development of imports from Australia by introducing new and innovative products and services to the Japanese market.

Austrade, in cooperation with Australian Education International (AEI) and International Development Program (IDP), coordinated a major education exhibition in China. The China International Education Exhibition Tour attracted over 60 of Australia’s finest universities, colleges, secondary schools and vocational education colleges. The tour travelled to Beijing, Guangzhou, Hangzhou, Shanghai, Shenzhen and Qingdao. The coordinated effort between Austrade, AEI and IDP was welcomed by exhibitors and resulted in smoother logistics and marketing coordination. It also increased the impact of the Australian presence, demonstrating to the Chinese Government the long-term commitment to the market of Australian education service providers. Australia continues to be a priority destination for Chinese students with approximately 50,000 Chinese students undertaking study in Australia during 2004–05.

More than 90 Australian exporters, including 40 new exporters, participated in the Sense of Australia event in Seoul, Republic of Korea. The event was held on 26 January 2005, Australia Day. Taking advantage of the ‘wellbeing’ boom, over 1200 attendees toured through themed areas representing Australia’s diverse range of environment and lifestyle. ‘Lifestyle icons’ included beaches, golf courses, spas, aquariums and wine cellars, and there was also an art gallery and barbecue restaurant. Fifteen companies, including four new exporters, achieved sales within two weeks of the event.

AUSTRALIAN JARRAH ADDS TEXTURE TO KOREAN ART SCENE

Austrade Seoul worked closely with Gunns WA, the largest supplier of jarrah timber in Australia, to develop the jarrah market in the Republic of Korea. Under a retainer agreement signed in 2004, Austrade assisted with all aspects of business in Korea. Austrade researched and identified a Korean distributor and worked closely with the distributor to convince the subcontractor to use jarrah for the external areas of the Leeum Samsung Museum of Art.

The Leeum complex is a unique arts area built by Samsung to house a comprehensive collection of traditional and modern Korean and international art. It is recognised as one of the most important cultural art complexes in Seoul.

Jarrah is a premium timber being used in the top-end niche market in Korea. It has been used at the Leeum complex for decking, wall panelling and flooring. It is a long-lasting timber and matching the timber with the architecture of the complex has created a widely recognised example of the uniqueness and flexibility of Australian building materials.

Fourteen containers of jarrah, valued at $400,000, were supplied to the Leeum Museum. The museum itself opened in early 2005. Interest generated from the Leeum work led to another 12 containers of jarrah, valued at $300,000, being used for the Ilsan Cultural centre, which will be completed in 2006.
In 2004–05 key regional priority sectors included agribusiness, food, automotive, ICT, infrastructure (engineering, environment, building, roads, ports, airports, railways, energy) and services (education, health, tourism).

David Twine
Regional Director
South East Asia, South Asia and Pacific

David joined Austrade in 2003 as Regional Director for South East Asia, South Asia and Pacific. Before joining Austrade David was Country President (India) for BHP Billiton and Vice President for BHP Billiton Petroleum for India, Sri Lanka and Bangladesh.

153 staff in the region assisted 1232 clients to achieve export success to the value of $3.206 billion.
**HIGHLIGHTS FROM SOUTH EAST ASIA, SOUTH ASIA AND PACIFIC**

In 2004–05 a key priority for the region was to promote opportunities arising from the **Thailand–Australia Free Trade Agreement**, which came into effect on 1 January 2005. The majority of opportunities have been identified in the agriculture, food and automotive sectors. Although the **Singapore–Australia FTA** came into effect on 28 July 2003, the region continued to identify opportunities, many of which are in the services sector.

**Tsunami reconstruction workshops** were held around Australia in April 2005 to brief the business community on how to access information and bid on development projects in the reconstruction phase of this natural disaster. Austrade regional representatives joined with AusAID and DFAT to provide a whole-of-government briefing on Australia’s humanitarian, diplomatic and commercial response to over 600 attendees.

The region trialled and implemented a **methodology for customer relationship management** to extend Austrade’s customer reach across the region. This led to a significant increase in the total number of buyers that Austrade is working with and enhanced relationships, which are translating into increased export outcomes for the Australian client base.

The South Asia Post network organised a seminar series entitled **Export to India — Riding the Elephant**. The seminars took place across 12 Australian cities, between 20 September and 14 October 2004. They were aimed at providing insights about the potential of the Indian market and targeted an audience of mainly new Australian exporters in industry sectors such as processed food and wine, information technology, financial services, education and training services, retail, fast-moving consumer products and lifestyle goods. The seminars attracted some 650 attendees.

During the year the number of inbound **buyers visits** to Australia increased, as did product promotions in-market and videoconferencing, where appropriate. This was to maintain export momentum while minimising travel by Australians to parts of the region, given the travel advisories and security concerns in some markets.

**AUSSIE COMPANY FIRST EVER TO SUPPLY NAVIGATION AIDS TO PAKISTANI AIRPORTS**

Interscan Navigation Systems Pty Ltd (INS) has defied the multinational giants to become the first-ever Australian company to win a contract to supply a Pakistani airport with navigational aids. INS, an innovative small business located in Rydalmere, Sydney, has won a contract worth about $3 million to supply the Sialkot International Airport in Pakistan with its equipment.

Exports account for 99 per cent of INS business. Their navigation aids are used in more than 1000 sites around the world. This year alone the company has sold 26 navigation systems to the Sialkot International Airport project, its largest sale of the financial year. Austrade has been assisting the company to open doors internationally for many years.

INS CEO Ron Gosbee with a Doppler VOR beacon manufactured by his company that aids aircraft navigation.
Austrade recognised

AT TRADE PROMOTION ORGANISATION AWARDS

Austrade was recognised as the ‘Best Trade Promotion Organisation (TPO) from a Developed Country’ at the inaugural World TPO Awards held in Malta in October 2004.

The award was announced during the 5th World Conference of TPOs, and was accepted on behalf of Austrade by John Finnin, Regional Director Europe, Middle East and Africa.

The competition attracted applications globally from 32 TPOs that were reviewed by an adjudicating panel of eight international TPO practitioners.

Austrade’s application focused on the organisation’s overall operations, with a specific focus on the New Exporter Development Program and assistance given to established exporters.

‘Amongst other criteria, the panel sought to identify TPOs which over the last two calendar years had developed innovative, results-oriented, client-centred solutions to the delivery of trade support services and whose efforts had led to good, quantifiable results’, explained International Trade Centre Senior Adviser Philip Williams.

John Finnin was Austrade’s official representative at the conference, at which 143 participants from 69 countries met under the umbrella theme ‘The future of TPOs— innovation for competitive advantage’.

The World TPO Awards will now be a biennial event, with the next one taking place at the 6th World Conference of TPOs in Dubai in November 2006.