



# Navigating the Export Journey

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# About the Export Council of Australia (ECA)

For over 60 years, the Export Council of Australia (ECA) has been working with businesses to build their skills and know-how to harness global opportunities.

The ECA does this through our 5 pillars of operation:

- Membership and Business Development
- Skills Development
- Trade Policy and Advocacy/Research
- Events and Export Awards
- Social Enterprise

For more information, please contact:

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- Website: [www.export.org.au](http://www.export.org.au)

# Why Export

- Tapping into a global customer base – 7 billion versus 25 million
- Premium price opportunities
- Australia's reputation – e.g. perceived product/service quality advantage, high Australian standards etc.
- Demand for technologies
- Reduce dependence on one market
- Take advantage of FTAs
- Economies of scale in production

# Navigating the Export Journey

- The organizations that succeed in international trade ventures are usually those that carefully plan their market entry strategies.
- By choosing the right market entry strategy for your industry and needs, analyzing market entry opportunities, and creating your first or regularly renewing your international business plan, which also considers the procedural processes of trade you will be able to play to your strengths and establish the best possible strategy for your short-term and long-term future.

# Navigating the Export Journey

## **Export Business Plan – which must consider the following points:**

- Market Analysis / International Market selection / Market research
- Market entry
- Pricing
- Trade terms – Incoterms
- Free Trade Agreements
- Market Access/Non-tariff barriers/regulatory requirements
- Documentation requirements / Logistics
- IP Protection
- Cash Flow analysis / financial summary

# What can the ECA do to assist

## EXPORT STAGES



**STAGE 1**  
Access Capabilities  
& Capacity



**STAGE 2**  
Developing your Core  
Export Skills Part 1



**STAGE 4**  
Export Marketing Plan



**STAGE 5**  
Entering the Market



**STAGE 6**  
Export Review Progress



**STAGE 7**  
Advanced Exporters

# What other assistance is available to help navigate the Export Journey

- Austrade
- Main business portal – [business.gov.au](http://business.gov.au)
- AusIndustry
- Department of Home Affairs (DHA)
- Department of Foreign Affairs and Trade (DFAT)
- Department of Agriculture, Water and the Environment (DAWE)
- Export Finance Australia
- IP Australia
- State Governments
- Industry Associations
- Bilateral Chambers of Commerce/Business Councils
- Chambers of Commerce & Organisations that can assist with processing of Certificates of Origin and in-market advice

# COVID-19 Business Checklist

- The ECA as does Austrade and many other organisations have specialists knowledgeable on all available trade initiatives to ensure you utilise the resources that have been designed to assist businesses and individuals to conduct business internationally.
  - The ECA also has checklist for COVID-19 that may assist.
  - To help make sense of all the information disseminated on what businesses should do in a time of crisis, we've compiled this checklist of the 10 best points of advice we've seen from across the world.
  - You can find the COVID-19 Business Checklist here:  
<https://www.export.org.au/covid-19>
- For more information, please contact:
- Shane Styles / [shanestyles@export.org.au](mailto:shanestyles@export.org.au)
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