



Australian Government

Australian Trade and Investment Commission

Austrade's Trade and Inward Investment Results

2022-23



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Acknowledgement of Country

In the spirit of reconciliation, Austrade acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

Austrade's year in review: driving Australia's prosperity and transition to net zero

We are the Australian Trade and Investment Commission – or Austrade – and we are responsible for promoting Australian trade, investment, and education to the world, as well as developing tourism policy for the country.

Our purpose is to deliver quality trade and investment services to businesses, and policy advice to government, to grow Australia's prosperity.

The services and programs we deliver reflect the changing needs of our clients and government priorities. Our services include helping Australian exporters and foreign investors by generating market information and insights, promoting Australian capabilities, making connections through an extensive global network of contacts, and working collaboratively with partner organisations.

Austrade operates in 108 locations around the world, with 11 of those locations also providing consular services on behalf of the Australian Government.

We deliver practical commercial outcomes for the businesses we work with, connect them to opportunities and partners worldwide, and provide them with in-market and in-language assistance.

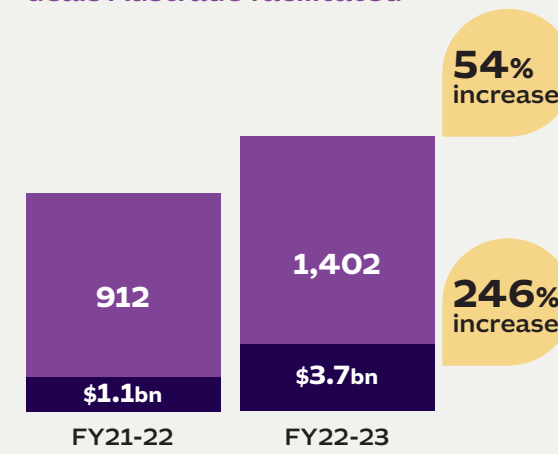
We also support foreign investors to establish and expand operations in Australia.

In 2022-23 alone, Austrade worked with businesses to secure over 1,400 trade outcomes, with an estimated initial value of \$3.7 billion. We also facilitated 165 foreign direct investment (FDI) projects valued at \$9.5 billion, creating or safeguarding more than 12,500 jobs.

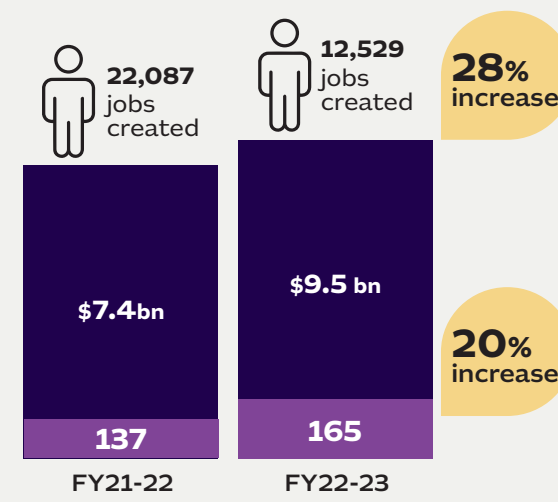
Our work in attracting quality FDI is also critical to achieving Australia's net zero ambitions.

In 2022-23, Austrade facilitated 52 FDI projects that will help accelerate Australia's transition to net zero. These projects are valued at \$5.9 billion, creating over 5,300 jobs.

Total number and value of export deals Austrade facilitated



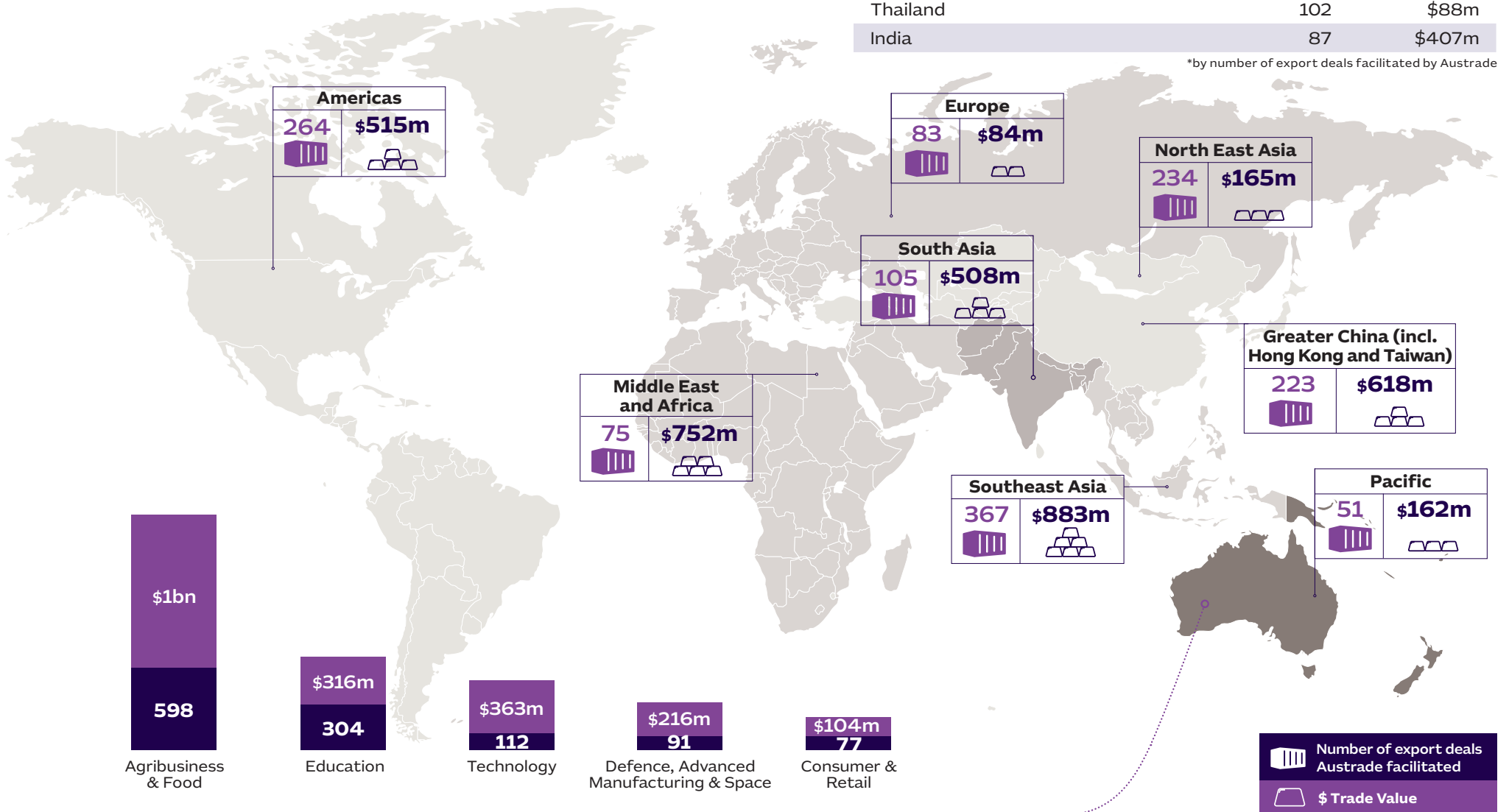
Total number and value of FDI projects Austrade facilitated



Trade Highlights

2022-23

Top sectors and markets for Austrade-facilitated export deals



Trade Highlights

2022-23

Case studies

A closer look at how Austrade has helped Aussie businesses go global.

Food and beverage Indigearth



Indigearth is a First Nations owned native foods, beverages, cooking ingredients and botanicals business based in New South Wales.

Austrade's team in Singapore helped organise a series of events in 2022 that introduced Indigearth to potential customers and retailers.

Indigearth Founder and chef Sharon Winsor travelled to Singapore where she led an in-depth educational program, sharing her story and expertise around Australia's Indigenous produce. This was followed by a tasting event for Singaporean chefs and selected retailers at a recently opened Australian restaurant. Sharon was also able to partner with another Australian chef to create a native ingredient-inspired dinner menu for representatives from Singaporean food and beverage companies and local media.

Cybersecurity Privasec



Privasec, one of Australia's fastest growing cybersecurity companies, has been scaling with success across Southeast Asia.

Austrade's Singapore Landing Pad provided Privasec with the smoothest possible launch into the region, allowing them to immerse themselves into Singapore's highly developed cyber security market.

Four years since participating in the Landing Pad Program and alongside Austrade's assistance, Privasec has established a regional headquarters in Singapore with an increasing footprint of over 40 staff. Capitalising on the success in Singapore and Austrade's continued assistance, Privasec has ventured into other markets such as the Philippines, Vietnam, Indonesia, and Malaysia, achieving commercial success across the region.

Education

Study Australia Industry Experience Program



The Study Australia Industry Experience Program (SAIEP) is Austrade's flagship employability program for international students, delivered with state and territory partners, and Australian tertiary education providers. SAIEP offers free virtual placements to international students, onshore and offshore, to work in a team of Australian and international students for an authentic work experience. The teams work directly with businesses on real-world projects, applying their knowledge, enjoying an enhanced work-integrated learning experience, demonstrating their skills to potential employers, and building their international networks. Since its launch, around 3,360 SAIEP students have participated in over 400 industry projects in 357 global businesses, including over 30 clients referred by Austrade. Almost 90% of employers offering projects to SAIEP students plan to recommend the program to their peers.

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Advanced tech Energy Exemplar



Adelaide-based Energy Exemplar creates energy market simulation software that shows how energy networks and markets are operating. As markets transition to new energy technologies, these simulations forecast how changes can affect market dynamics.

Five years ago, the company turned to Austrade to help take its technology global. Austrade introduced the company to senior decision-makers at energy companies, major banks, and government agencies from Latin America to Asia and Europe.

With Austrade's help, Energy Exemplar achieved an important sale to PowerChina Huadong Engineering Corporation. The company has averaged year-to-year growth of 30% over the past few years, and now has nearly 400 employees across 8 offices, supporting clients in more than 70 countries.

Solar energy Allume Energy



Allume Energy's world-first SolShare solution allows multiple apartments in the same building to share a single rooftop solar PV system. Globally, the company has sold over 350 SolShare units and has another 10,000 units in the pipeline. Allume's fastest-growing market is the UK, which it entered in 2022. Austrade referred Allume to key players in the UK energy sector to assist its market entry. 'When entering a new region, getting a foot in the door with large government and industry bodies can be challenging,' says Allume's Co-founder and CEO Cameron Knox.

'With Austrade's network, we gained access to the right people, at the right time, to help accelerate our growth.'

– Cameron Knox, Co-Founder and CEO of Allume

Advanced Therapeutics Q-Gen Cell Therapeutics



Leading cell manufacturing facility, Q-Gen Cell Therapeutics, has its sights set on Asia and America as its international reputation continues to grow beyond Australia. Q-Gen is the cellular therapy manufacturing facility of QIMR Berghofer Medical Research Institute. For almost 25 years, it has been supporting research projects and working with world-leading clients in treating cancer, infectious diseases and autoimmune disorders.

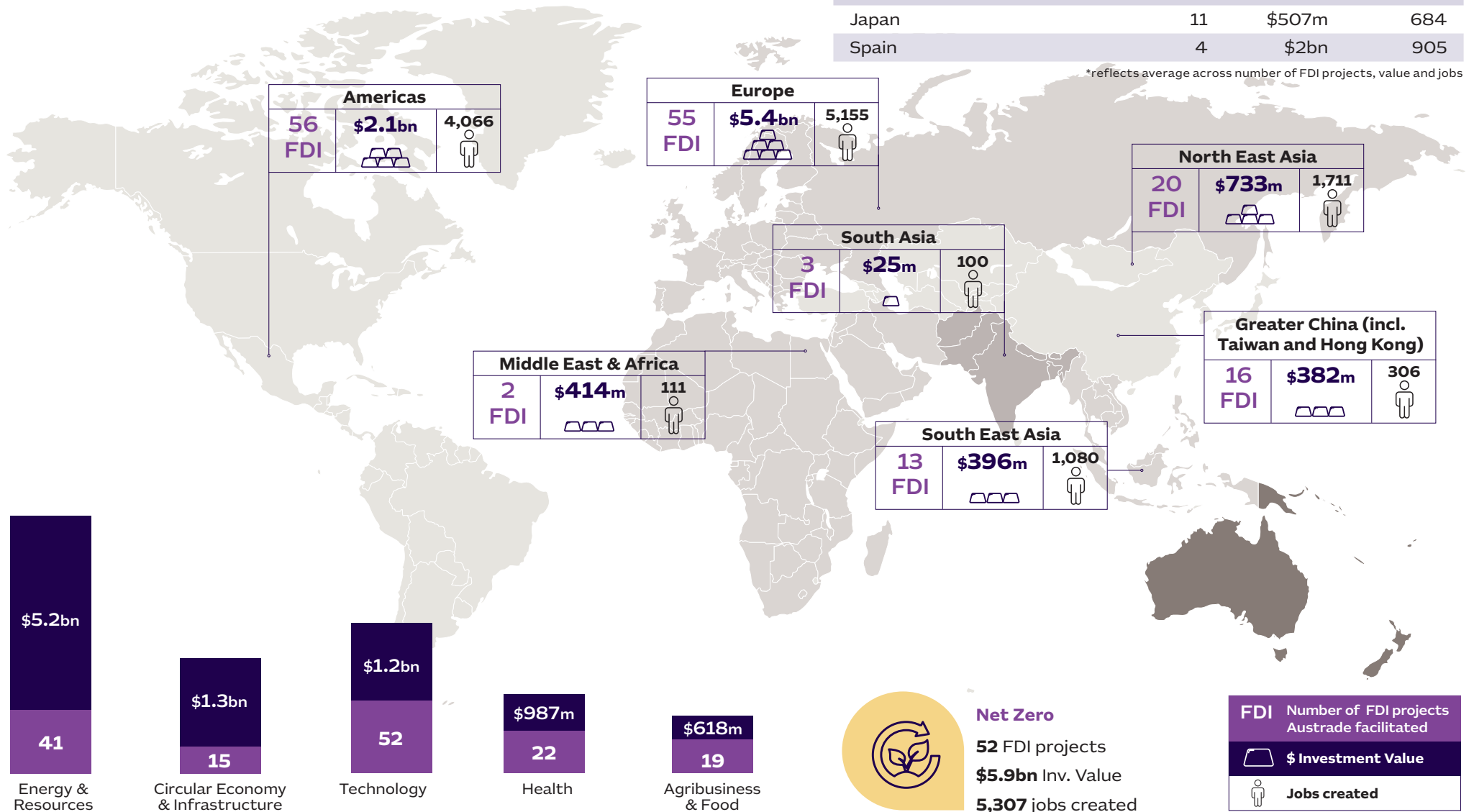
Q-Gen is expanding its partnerships in Southeast Asia, particularly in Hong Kong and India where it has been working with Austrade to promote the Brisbane-based facility.

QIMR Berghofer has been working with Austrade in Bangalore and Mumbai, as well as research centres in those regions.

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Top sectors and markets for Austrade-facilitated FDI projects



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A closer look at what foreign companies have to say about Austrade's services.

Agrifood tech Minerva



Brazilian agribusiness giant Minerva Foods wants to expand its footprint in the Australian meat sector. It found Western Australia to be the prime location. The company, alongside its joint venture partner Saudi Agricultural and Livestock Investment Company (SALIC), has invested US\$35 million (A\$48 million) in 2 meat processing facilities in the regional towns of Tammin and Esperance. 'We have received great ongoing support from Austrade, which has helped with the development of our operations here in Australia,' says Minerva Foods Asia CEO Iain Mars.

'[Austrade's] support gives us confidence in our investments and our planned future investments in Australia.'

– Iain Mars, CEO of Minerva Foods Asia

 [Read more here](#)

Digital games DNEG



DNEG is one of the world's leading visual effects and animation studios for feature film and television. In 2021, DNEG opened the doors to its first full-service VFX studio in Sydney, Australia. The studio will house over 500 VFX artists when fully operational and give Australian content creators and artists the chance to work with a world-leading VFX and animation company. When DNEG extends local services to digital games, it can also utilise the Australian Government's Digital Games Tax Offset (DGTO), a 30% refundable tax offset on eligible digital games. Austrade collaborated with the NSW Government to support DNEG's establishment in Australia.

'Austrade provided whole-of-government support for our expansion to Sydney,' says Namit Malhotra, DNEG Chairman and CEO. 'They shared industry advice and brokered valuable contacts with government and the Australian screen industry.'

 [Read more here](#)

Health & Lifesciences Moderna



COVID-19 mRNA vaccine pioneer, Moderna, has chosen Melbourne as its new hub for biotech research and manufacturing in Australia. The facility will have the capacity to manufacture up to 100 million vaccine doses per year for respiratory viruses such as COVID, influenza and respiratory syncytial virus (RSV). It will be part of an ongoing, 10-year partnership between Moderna, the Victorian Government and the federal Australian Government.

'Austrade has always been open and supportive – especially during the early stages of discussions.'

– Michael Azrak, General Manager, Moderna Australia & New Zealand

 [Read more here](#)

Inward Investment Highlights

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A closer look at what foreign companies have to say about Austrade's services.

Renewable energy

Wallbox



Spanish Energy company Wallbox launched its smart electric vehicle (EV) charging systems and energy management solutions in Australia in 2018. It is now one of the top 3 EV charging brands in Australia and trialling its public charging solution, Supernova.

'[Austrade] invited the Australian Ambassador to Spain to visit our factory in Barcelona, which generated some good publicity for us. They also invited us to events where we could network with key stakeholders in the Australian EV industry,' says Xavier Peña, Wallbox's Head of Marketing for APAC and New Markets.

'Entering a new market is never easy. Finding a reliable partner like Austrade who can make it easier by providing information and connections is very comforting.'

– Xavier Peña, Wallbox's Head of Marketing for APAC and New Markets

 [Read more here](#)

Renewable energy

Project Yuri



Norway's Yara has collaborated with France's ENGIE to develop 'Project Yuri' – one of the world's first industrial-scale renewable hydrogen plants. The plant will be built in Western Australia and owned by ENGIE and Japan's Mitsui & Co. through a joint venture company. By 2024, the facility will produce up to 640 tonnes per year of renewable hydrogen.

Austrade has supported all companies involved in the project.

This includes providing Engie with early access to Australian Government stakeholders and participation in policy forming discussions; supporting Yara International as it studied the feasibility of producing green hydrogen in Australia; and continuously liaising with Mitsui & Co. on its renewables and hydrogen/ammonia businesses.

 [Read more here](#)

Fintech

Lendela



Singapore-based fintech Lendela has opened its first office in Australia. Its online platform helps consumers find the best loan with one application. Lendela's Australian base in Sydney is the company's fourth office after Singapore, Malaysia and Hong Kong.

'Austrade was instrumental in helping us enter the Australian market and building our network,' says Lendela's founder and CEO, Nima Karimi. 'We have received valuable introductions, and advice and support in legal, HR and market matters.'

 [Read more here](#)

How can Austrade help you?

The Australian Trade and Investment Commission (Austrade) is the Australian Government's international trade promotion and investment attraction agency. We generate market information and insights, promote Australian capability, and facilitate connections through our extensive global network.

Australian businesses

Austrade is here to help Australian businesses go global.

Whether you are a fintech startup, an agricultural producer or a manufacturer, we have the expertise, the contacts and the market intelligence to help you grow your business. Every year, we connect thousands of businesses to opportunities and partners around the world, with in-market and in-language assistance.

Contact us at
austrade.gov.au
or call 13 28 78

Foreign investors

Looking to invest in Australia? We're here to help.

We support foreign investors to establish and expand operations in Australia. Our experts in Australia and around the world can help you through every stage of your investment journey. We offer the latest industry insights, connections with key stakeholders and decisionmakers, and virtual or physical site visits to Australia.

Thousands of foreign businesses have worked with us to tap into the Australian market – and you can too.

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