



EXPORTACTIVE

July 2004

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Introduction from George Chambers, Assistant General Manager – Export and Market Development

Activities undertaken by Export and Market Development are in many cases, initiated by individual companies or industry groupings. As an example, the Sommeliers inward buyer visit was undertaken in association with the Vineyards Association of Tasmania and the Korean Furniture buyers visit involves a group of Tasmanian furniture designers and craftsmen.

I therefore, invite industry groupings and individual enterprises to make contact and discuss with us their international promotional plans so that we might provide assistance where possible.

The ExportActive electronic newsletter has now been operating for 16 months and we trust that you are finding the articles interesting. Please feel free to contact us with any suggestions or articles for inclusion in future issues.

EXPORT AND MARKET DEVELOPMENT ACTIVITIES

2004 Tasmanian Export Awards Program

The Minister for Economic Development Lara

The Minister for Economic Development Lara Giddings MHA has launched the 2004 Tasmanian Export Awards program, which aims to identify and reward Tasmania's most successful and innovative exporters and inspire other businesses to follow.

Each year a diverse range of exporters enter the awards and compete to be winners in various industry categories and the coveted Minister's Tasmanian Exporter of the Year Award.

Let 2004 be the year where the talent and export achievements of your business are recognised.

The awards are free and simple to enter. We encourage you to enter online at www.development.tas.gov.au/exportawards or contact Ann Atkinson for more information on 6233 5838 or email Ann.Atkinson@development.tas.gov.au.

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Korean furniture buyer visiting delegation

Economic Development, in partnership with the Austrade office in Seoul Korea, facilitated a visit to Tasmania by a delegation of Korean furniture buyers under the Inward Buyer Program. The visit leveraged on the strong interest shown in January when a Tasmanian furniture delegation exhibited in Seoul. The visit centred on an exhibition of Tasmanian furniture at the Design Centre of Tasmania in Launceston, which was opened by Minister for Economic Development Lara Giddings MHA. The delegation also visited Tasmanian furniture manufacturers and related businesses.



Annie Weatherburn, Marketing Manager, St Michael's Collegiate (2003 winner of The Examiner Education Award); Alan Campbell, General Manager Export and Market Development, Department of Economic Development and Lara Giddings, Minister for Economic Development.

Further liaison will be undertaken with Austrade in Korea to capitalise on the commercialisation opportunities.

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Sommeliers inward buyer visit

Economic Development facilitated a visit by six sommeliers from key Sydney restaurants. During their three-day visit in June, the sommeliers tasted wines from 21 wineries and met with key people in the wine industry including representatives from the Vineyards Association of Tasmania and leading winemakers.

While several Tasmanian wines are already on the wine lists of many of these restaurants, the objective of bringing these sommeliers to the state is for them to become more familiar with the industry, the winemakers and our wine. Feedback received from the sommeliers indicates a strong intention to purchase Tasmanian wines and some wineries have already reported sales as a result of the tastings they hosted.

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grEAT Food and Beverage Promotion – Hong Kong

Economic Development provided in-market



support for six Tasmanian companies to participate directly in a four-day in-store promotion in early July. The in-store promotion is part of a month-long *Great Aussie Tucker* promotion within the grEAT supermarket for Australian foods. In total, 16 Tasmanian companies with 92 shop keeping units had product for sale to the Hong Kong consumers.

The six participating companies - Bellamy's Organic Baby Food, Blue Banner Pickles, Island Produce Tasmania, Red Kelly's Gourmet Dressings, Tasmanian Gourmet Sauce Company and Waji's - gained a better understanding of consumer tastes and their particular product's capacity in the market.



Product that has achieved strong sales will continue to be stocked by the store after the promotion.

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TradeStart Program

The Department of Economic Development continues to deliver the TradeStart Program, a Federal Government initiative managed by the Australian Trade Commission (Austrade). TradeStart offers practical assistance to develop a business into a successful exporting company. Economic Development export adviser Martin Turmine uses Austrade's international network to work closely with eligible companies to give their business the best possible start to exporting. This is achieved by providing advice and information about getting into exporting, researching the best market entry strategy, identifying a potential partner or facilitating representation on their behalf to the local regulatory authorities and providing assistance on the ground in foreign markets.

If you are interested in developing international markets and need some assistance, please contact Martin Turmine on 6233 5795 or email Martin.Turmine@development.tas.gov.au.

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Gallery inward buyer visit

Six Australian gallery and giftware buyers will be visiting Tasmania in September as part of the Economic Development Inward Buyer Program. The buyers will attend two showcasing events in the north and south and will also undertake studio visits, aimed at sourcing quality Tasmanian art and craft and giftware for their retail outlets throughout Australia.

For more information, please contact Lisa Denny on 6233 5902 or email Lisa.Denny@development.tas.gov.au.

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ANZATech Gateway to the US conference program

ANZA Technology Network, based in San Francisco, has announced its 'Gateway to the US' Conference Program 2004. This program is designed to provide a clear pathway for Australian technology companies as they enter or enhance their US presence, culminating in the 3rd Annual Australia and New Zealand Technology (ANZATech) Showcase Conference in Silicon Valley from 26-28 October 2004.

Australian launches of the 'Gateway to the US' Conference Program will be held from 2-9 August 2004 in Perth, Adelaide, Melbourne, Canberra, Brisbane and Sydney and include

presentations from 4 US IT experts. The launches will brief companies interested in entering or further expanding existing business in the US on the state of the US technology market and to update executives on the real opportunities that exist for Australian technology companies.

Economic Development is supportive of the program having helped companies participate in the ANZATech Program and attend ANZATECH Showcase Conference last year.

For more information, contact Mark Warrener on 03 6233 5879 or email Mark.Warrener@development.tas.gov.au.

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New Zealand market development mission

The New Zealand market is often a suitable first target market for companies that are new to international business as it provides a relatively easy start to exporting with lower risks than other more difficult markets.

Economic Development is facilitating a mission to New Zealand for several Tasmanian companies in late August. Many of the companies participating on the mission to New Zealand are participants in the TradeStart program.

The New Zealand mission will give Tasmanian TradeStart enterprises access to international business opportunities and enable them to gather much-needed market intelligence firsthand. Extensive market research and preparatory work has been conducted in assessing companies on their suitability for the New Zealand market. Participating companies will attend an in-market briefing and take part in a structured business matching program.

For more information, please contact Martin Turmine on 6233 5795 or email Martin.Turmine@development.tas.gov.au.

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Export skills development

Economic Development facilitates a number of seminars and workshops in association with industry to help develop the Tasmanian export sector.

Over the last 12 months, the department has run workshops on introduction to exporting, risk management, export documentation, banking and international law, insurance and selling. Several workshops have also been held focusing on exports for a specific industry or country.

The formal workshops and seminars have been presented in conjunction with a range of presenters including export advisers, trade commissioners, KPMG and the Australian Institute of Export.

Economic Development promotes its workshops and seminars in *ExportActive* so please keep a look out for future events once schedules are confirmed. Please note that the Export Practices Workshop will be held in Launceston in late October. The workshop will involve experts from interstate, arranged by the Australian Institute of Export. See the Export Practices article for more information.

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Tasmanian eHealth Mission to Queensland

Economic Development recently coordinated a delegation of four Tasmania IT companies to attend the Health Informatics Conference 2004 (HIC 2004) in Brisbane from 24-27 July 2004 to access export opportunities through interaction with a visiting UK trade delegation. The

to access export opportunities through interaction with a visiting UK trade delegation. The visit centred on the companies attending networking functions and also having one-on-one business meetings with the UK companies.

The participating Tasmanian companies are among a growing number of Tasmanian IT companies who are developing software solutions for the health and medical sector. HIC 2004 is Australia's premier conference on health informatics, the discipline that deals with the collection, storage, retrieval, communication and optimal use of health related data, information and knowledge.

For more information, contact Mark Warrener on 03 6233 5879 or email Mark.Warrener@development.tas.gov.au.

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Tasmanian business guides

The [Tasmanian Exporters Guide](#), the [Tasmanian Food and Beverage Guide](#) and the [Tasmanian Giftware, Homeware and Craft Guide](#) are now available online. Ensure that your entries remain current by updating the details regularly. The guides are used as a reference point for all trade enquiries received by Economic Development and are also used to invite participation in trade-related activities.

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INDUSTRY NEWS

Abalone Farms Australia announces commercial supply of farmed abalone

After 17 long years developing and perfecting breeding techniques, Abalone Farms Australia Pty Ltd has the potential to harvest 40 tonnes of farmed abalone a year. The company has a special licence to harvest abalone at a smaller size than the wild fisheries. It is able to supply markets that are seeking cocktail or entrée-sized abalone and aim to achieve all-year-round supply.

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PROFESSIONAL DEVELOPMENT AND EDUCATIONAL OPPORTUNITIES

Economic Development is running another Export Practices Workshop. This two-day workshop has been run in Hobart for the last two years and this year will be held in Launceston in October. The workshop will be conducted using experts from interstate, arranged by the Australian Institute of Export.

This workshop is designed for staff involved in the various aspects of the export transaction. This may include marketing managers, production managers/supervisors and documentary/administration staff of small-to-medium-sized enterprises. The topics covered provide an overview of the export transaction from negotiation through to payment, with an emphasis on documentary procedure, and will be supplemented with practical exercises, discussion and case studies.

The workshop covers three major areas:

- *Export documentation*: Including information on incoterms, quoting, export logistics in regard to transport and packaging and documentation procedures.
- *International law*: Including international contracts, contracts of carriage, international payments and insurance.
- *Banking and Finance*: Including documentary collections, bank products, currency risk management and fees and charges.

Delivered by Australian Institute of Export

Date: 27-28 October 2004

Venue: Inveresk Tram Sheds

Duration: 9am – 5pm

If you are interested in attending, please contact Martin Turmine for more information on 6233 5795 or email Martin.Turmine@development.tas.gov.au.

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NFIS workshop on "Doing Business in Dubai" – Launceston, Wednesday 11 August 2004

This workshop will outline the opportunities in the Middle East and give an overview of the Dubai market as well as an interactive discussion with cross cultural business issues.

Register on-line at www.nfis.com.au or call Bess Richardson on 1300 130 360.

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BRIEF NEWS AND OTHER OPPORTUNITIES

Natural Products Expo Asia 2004

Natural Products Expo Asia 2004 provides the perfect opportunity for companies to meet the largest mainstream and specialty natural products retailers from all countries in Asia; manufacturers and product formulators from around the world; pharmacy, drug store, and MLM buyers; and the largest gathering of distributors and agents assembled in any one place, at any one time anywhere in Asia.

International Trade Show Management Pty Ltd (ITSM) is the Australian agent for Natural Products Expo Asia 2004 in Hong Kong, and your local contact. The organisers have allocated a block for an Australian National Pavilion. ITSM will be coordinating the Australian National Pavilion provided there is sufficient industry support.

The organisers of Natural Products Expo Asia 2004, Penton Media Asia, work with in-country consultants, trade boards, retail associations, travel agents and local-language media in the primary Asian markets to make sure they deliver the buyers you want to meet.

Further information about Natural Products Expo Asia 2004 can be accessed via www.naturalproductsasia.com or by contacting Paul Cahir on 03 9515 3547 or email itsm@optusnet.com.au.

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Price Determination in the Australian Food Industry

[Price Determination in the Australian Food Industry](#) provides an in-depth analysis of the wide range of factors affecting farm-gate, wholesale and retail pricing in Australia's food industry.

The report examines and compares prices at the farm-gate (the net price to the primary producer), wholesale (price paid at the point where they enter retail distribution) and retail levels (the price paid by the consumer).

It also presents case studies on fresh and processed products from a variety of sectors, including dairy, meat, horticulture, grains and eggs.

The report identifies the main factors that affect pricing, such as farm production, trade, supply chain integration, technology and innovation, regulation and compliance, and market dynamics.

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Hospimedica Asia 2004

Austrade is organising Australian participation in Hospimedica Asia 2004, a health and medical exhibition in Singapore in September.

Hospimedica Asia 2004 is expected to attract 300 international exhibiting companies and 6,000 trade visitors with a focus on:

- hospital development and management
- medical and healthcare equipment and technology
- pharmaceutical, diagnostics and rehabilitative care.

More information can be found at www.austrade.gov.au/events/HospiMedica.

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Tasmanian Freight Equalisation Scheme

The [Tasmanian Freight Equalisation Scheme](#) (TFES) provides assistance to shippers of eligible goods, transported by sea between Tasmania and the Australian mainland, with the aim of reducing the freight cost disadvantage imposed by Bass Strait.

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Asian Agrifood demand trends and outlook to 2010

Enormous change has taken place in Asian agrifood consumption patterns in the past 30-40 years, driven in particular by the effects of economic growth and rises in per capita incomes, combined with population growth and urbanisation. But even greater change is likely to occur in coming decades. [Volume III of the SSII Series](#) analyses the key factors that will drive further change in Asian agrifood consumption patterns and, based on some modelling work, looks at the possible scale of Asian agrifood demand by 2010 across 22 major agrifood categories.

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Current export opportunities

Austrade receives many inquiries about Australian products and services from its offices around the world. If you are interested in reviewing its active inquiry list, please visit the [Austrade website](#).

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Travel advisories

DFAT travel advisories are the Australian Government's advice to its citizens regarding the perceived travel risks and precautions that individuals should exercise. More information can be found on the [Department of Foreign Affairs website](#).

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If you have any export and market development queries please email at info@development.tas.gov.au or call 03 6233 5888.

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