

TRADE & EXPORT DEVELOPMENT

Ai Group Trade Desk provides comprehensive information, mentoring assistance and advice on trade and export issues. The depth of experience and knowledge of trade and export means that you can get the most professional, specialist advice and support to establish or expand your business overseas.

ACTING FOR YOU

The Australian Government is currently negotiating to improve market access for Australian goods and services via a range of bilateral, regional and global forums. These include multilateral agreements under the World Trade Organisation, and bilateral agreements with the US, Thailand, Japan and China. Ai Group's Trade Policy team is responsible for advocating the views of industry in trade negotiations. As a result, Ai Group works closely with Government and member companies to ensure industry's specific interests are safeguarded.

ASSISTING YOUR BUSINESS

- Telephone advice: import regulations in various countries, export documentation, government grants, banking and logistics, accessing free trade agreements, visiting overseas markets;
- Export documentation: we have the authority to issue certificate of origin, letter of free sale, letter of support for visa applications, certificate of manufacture;
- Course, seminars and workshops: we have programs suitable for owners/directors, export marketing management and clerical staff;
- Trade missions: we work with governments to provide low cost trade missions and exhibitions;
- Market research: designed for companies who know what they want to do and where they want to go, but don't have the time to do the leg work;
- Publications: the Export Manual clarifies exactly what it takes to be a successful exporter, and breaks the export process down into a number of easily followed and practical steps;

- TradeStart: provides companies with a flexible package of advice, market research, coaching/mentoring, training and practical support to help them achieve export sales.
- Ai Group also has a range of information services to provide members with up to date information on trade and export development issues. These include:
 - TradeWays e-zine
 - Market Visit Guides
 - Exporters Guide
 - Industry Magazine
 - Industry Newsletter
- Ai Group website www.aigroup.com.au

ADVANCING AUSTRALIAN INDUSTRY

With extensive experience in international marketing, export market development and business planning, the Ai Group Trade and Export Development Team is well placed to assist you in developing your international business. Our consultancy services include:

- Export Documentation and Certificate of Origin.
- Overseas market research to provide you with the market intelligence needed to develop a successful international business strategy;
- Business matching to assist you in identifying suitable agents, distributors or partners in your target market;
- Organise market visits;
- Preparation of promotional materials for export marketing;
- Assistance with the development of an effective Export Marketing Plan or Market Entry Strategy;
- Assistance with Business & Strategic Planning to position your company for growth; and
- Assistance in accessing various Government grants and assistance programs.



CASE STUDIES

Poseidon Tarama – Blackswan Dips Exporting to Japan

Background

Ai Group's export adviser identified potential markets for Poseidon to consider. Japan was selected based on several factors including that Japan is one of Australian's major trading partners, has a population of approximately 127 million, has an acceptance of Western style foods, and is keen to try new trends in the food and beverage sector.

Initial research

Our export adviser initially directed us to websites, which provided significant information on this market. We were also directed to English text Japanese retail and manufacturer websites, to assist in gathering relevant information on market trends, habits, and possible competitors. Our export adviser provided substantial information regarding the market, possible entry strategies and barriers. Our export adviser had extensive knowledge on the market, and was able to direct us to information, both international and domestic networks to support and develop our opportunities.

Issues and barriers identified

Once we had commenced developing our market entry strategy it was clear that language was going to be a barrier, therefore we would require translation services. It was recommended that we should visit the market, as visiting the market assists in establishing and consolidating relationships, and allows greater exposure to local knowledge providing an unparalleled experience.

Our adviser provided support and guidance as we undertook the lengthy process of Government and Customer approval. She was also invaluable as we navigated the complex requirements for ingredients listing and local packaging regulations.

The future

Sales have increased into Japan since commencing this export strategy. Market entry of the new products will commence early 2009, once the product registration and other requirements have been fulfilled.

Our export adviser continues to provide informed and valuable information to support us in this market, and new markets we are now considering. The experience and knowledge gained will allow the company to enter new markets, as we better understand the process and stringent requirements that are necessary to meet government and customer controls/processes.

Everwater Exporting to the USA

Background

Everwater is a specialist in water re-use and water conservation products. Everwater is involved in sourcing, designing and manufacturing water-based technologies, as well as water re-use and conservation products for both the domestic and commercial markets. One of the Everwater products is the "2Clear" Pool clarifying block.

Discussions with Ai Group's Export Adviser identified potential markets for Everwater to consider and the USA was one market selected due to the similar drought conditions to Australia. Australia is seen as being a world leader with water-based technologies, grey water reuse and rainwater harvesting and it was planned to utilise these advantages to market products into the USA.

Initial research

Market research was conducted internally and by the Ai Group Export Adviser, backed up by information supplied by the network of Austrade offices around the world. The Ai Group Export Adviser also participated in a "Water Technology Mission" to the American Water Works Association (AWWA) conference in Atlanta, as well as a fact finding visit to Arizona (one of the USA's driest regions). During this visit the Ai Group Export Adviser met with a number of water resource specialists as well as potential buyers.

Issues and barriers identified

One of the main issues initially identified was the size of the US market. It was decided that the market entry plan would be to focus on smaller regions within the USA and then expand.

Other issues included foreign currency exchange risk, what changes to packaging were required and freight & logistics.

The future

Initial sales have been positive with a start up order of 20,000 blocks being placed and a distribution agreement now signed guaranteeing future sales in excess of 500,000 blocks per annum.

Our export adviser continues to provide informed and valuable information to support Everwater in the USA market with the introduction of other Everwater products, and new markets are being considered. The experience and knowledge gained on entering the USA market will allow Everwater to expand and enter new markets.

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