

UK Trade & Investment South West

Market Visit to Australia

13 - 16 September

Visiting Sydney, Melbourne and Auckland

Final date for applications: 23rd July 2010

Dates: 13-16th September

Length of stay: 5 working days in Australia

Travel details: The Visit will commence with a briefing at the British Consulate-General, Sydney first thing on Monday 13th September, followed by a reception that evening (likely venue, the Consul-General's residence in Vaucluse).

Administration Fee: (non-refundable after the closing date): £250 + VAT

Visit includes:

- Market briefing at British Consulates-General in Sydney on the morning of the 13th September
- Pre-publicity and mission brochure
- Pre-travel market briefing delivered by specialists
- Evening reception in Sydney on the 13th September
- Option to attend The Fancy Food Show in Melbourne
- Option to travel to Auckland
- Contacts and visit programmes can be arranged through the OMIS service
- Wide range of commercial assistance available, and an opportunity to meet Commercial Officers

What is a Market visit?

UK Trade & Investment South West has a programme of visits to key overseas markets to support small and medium sized companies that want to develop their overseas business. They are aimed primarily at companies who are working with a local Trade & Investment Adviser in a trade development capacity.

Who is this Market visit for?

This visit to Australia is designed to help companies that are new to or inexperienced in, the Australian market. It will be of interest to companies who wish to research the market, to make new contacts, or wish to find a representative or partner. A free BA Business Class flight is available for companies who meet the eligibility criteria. **The closing date for applications for flights will be the 31st March 2010.** Companies travelling within Australia, or onto New Zealand, will need to finance any further flights and transport costs themselves.

Why this destination?

Trade has always been an important part of the UK-Australia relationship. The UK and Australia have a deep political and economic relationship, co-operate closely on international

affairs, share common legal systems, languages, and structures of society, face the same social pressures and develop similar policy responses to those pressures.

- The UK is Australia's 5th largest source of imports with \$6 billion being imported from the UK in 2005-2006. The largest single component was pharmaceuticals (\$1 billion) followed by books and cars.
- Exports to the UK in 2005-06 were \$7.8 billion. The largest single component was gold (\$2.4 billion) followed by alcohol and coal.
- Total trade with UK in 2005-06 was = \$13.8 billion.

What are the opportunities?

The following sectors have been identified as offering significant opportunities for British companies:

- Science & Innovation
- Food and Drink
- Financial Services
- Mining & Minerals
- Oil & Gas
- ICT
- Biotechnology
- Agribusiness
- Energy
- Environment
- Services

****This list is not exhaustive and opportunities exist in many other sectors.**

About the visit

This visit aims to inform companies about Australia's economy and business culture, in order to allow you to explore the outstanding opportunities available in this market. We will work closely with the trade officers based in the consular offices throughout Australia, with whom delegates can discuss their prospects.

Some of the party will be based in Sydney whilst others will travel on to Melbourne. Delegates will be free to arrange their own meetings, but we would expect that most will not have contacts and we strongly suggest you use the services of our 'in country experts', to identify contacts and set up appropriate meetings. We can provide cost information for this service on an individual basis for each participant; likely to be £500 - £1,000.

Market Visit Leader

Richard Partos works for UK Trade & Investment and is an International Trade Adviser. Richard will lead the group in Sydney and then onto New Zealand. **David Winter** an International Trade Adviser who specialises in Food and Drink, will lead a group to Melbourne.

Further Information

Please call Angela Maynard-Smith on 01275 370 821,
or E-mail her at: angela.maynard-smith@uktisouthwest.org