

Hume City Council

Export Forum - South Asia

Wednesday 10 July 2024

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Economic Development @ Hume

Business Engagement & Development

- Events/Training
- Retail/HBB
- Circular Business Network
- General business support

Local Employment Partnerships

- Local Jobs for Local People
- Multiversity
- SEED

Visitor Economy

- Facilitation of new tourism businesses/experiences
- Promotion of Hume as a quality visitor destination

Investment Attraction

- Facilitation of new business investment in Hume

StartNorth

- Coworking space/business hub for startups



Hume City Key Statistics

- Home to 262,764 people (ABS ERP 2023)
- Total no of businesses: 26,055 (ABS 2023)
- Supports 134,221 local jobs (NIEIR) ©2022
- Employed residents 121,545 (NIEIR) ©2022
- GRP \$18.28 billion (NIEIR) ©2022
- Largest Industry is Transport, Postal & Warehousing (NIEIR) ©2022
- Total international export \$3.075 billion (NIEIR) ©2022
- Manufacturing had the largest international exports by industry, generating close to \$1.7 billion (NIEIR) ©2022

Source: National Institute of Economic and Industry Research (NIEIR) ©2022



Total international exports by industry sector

Industry	\$m	%
Manufacturing	1,697.9	55.2
Transport, Postal and Warehousing	1,064.1	34.6
Wholesale Trade	241.5	7.9
Construction	34.1	1.1
Rental, Hiring and Real Estate Services	16.9	0.5
Retail Trade	13.9	0.5
Accommodation and Food Services	2.9	0.1
Education and Training	1.3	0.0
Administrative and Support Services	1.0	0.0
Agriculture, Forestry and Fishing	0.5	0.0
Other Services	0.5	0.0
Electricity, Gas, Water and Waste Services	0.4	0.0
Professional, Scientific and Technical Services	0.2	0.0
Public Administration and Safety	0.1	0.0
Information Media and Telecommunications	0.1	0.0
Arts and Recreation Services	0.1	0.0
Health Care and Social Assistance	0.0	0.0
Mining	0.0	0.0
Financial and Insurance Services	0.0	0.0
Total industries	3,075.5	100.0





Global Victoria Opportunities in South Asia

James Edwards
Regional Manager South Asia and MEA

July 2024







Global Victoria

Global Victoria is the Victorian Government's trade facilitation agency and gateway to global economies and communities.

Global Victoria's mission is based on four key pillars of engagement;

Build

Build the skills and knowledge of people and businesses to help them achieve their global ambitions.

Connect

Connect Victorian businesses to global networks and markets

Champion

Champion the interests of Victorian exporters on a global stage

Promote

Promote doing business with Victoria globally

How we help exporters

Through specialised trade offices located in international markets, across Melbourne and regional Victoria, Global Victoria provides a range of services to help businesses go global, including:

- Taking your business to international markets to explore business opportunities through our outbound trade missions.
- Creating in-market connections with international buyers and business leaders.
- Bringing international buyers and business leaders to Melbourne to connect with you and your export business through our inbound trade missions.
- Hosting major conferences and events for business matching activities
- Providing market intelligence and industry insights.
- Running workshops and webinars about emerging export trends

Victorian Government Trade and Investment Network

Largest international trade and investment office network of any Australian state or territory.

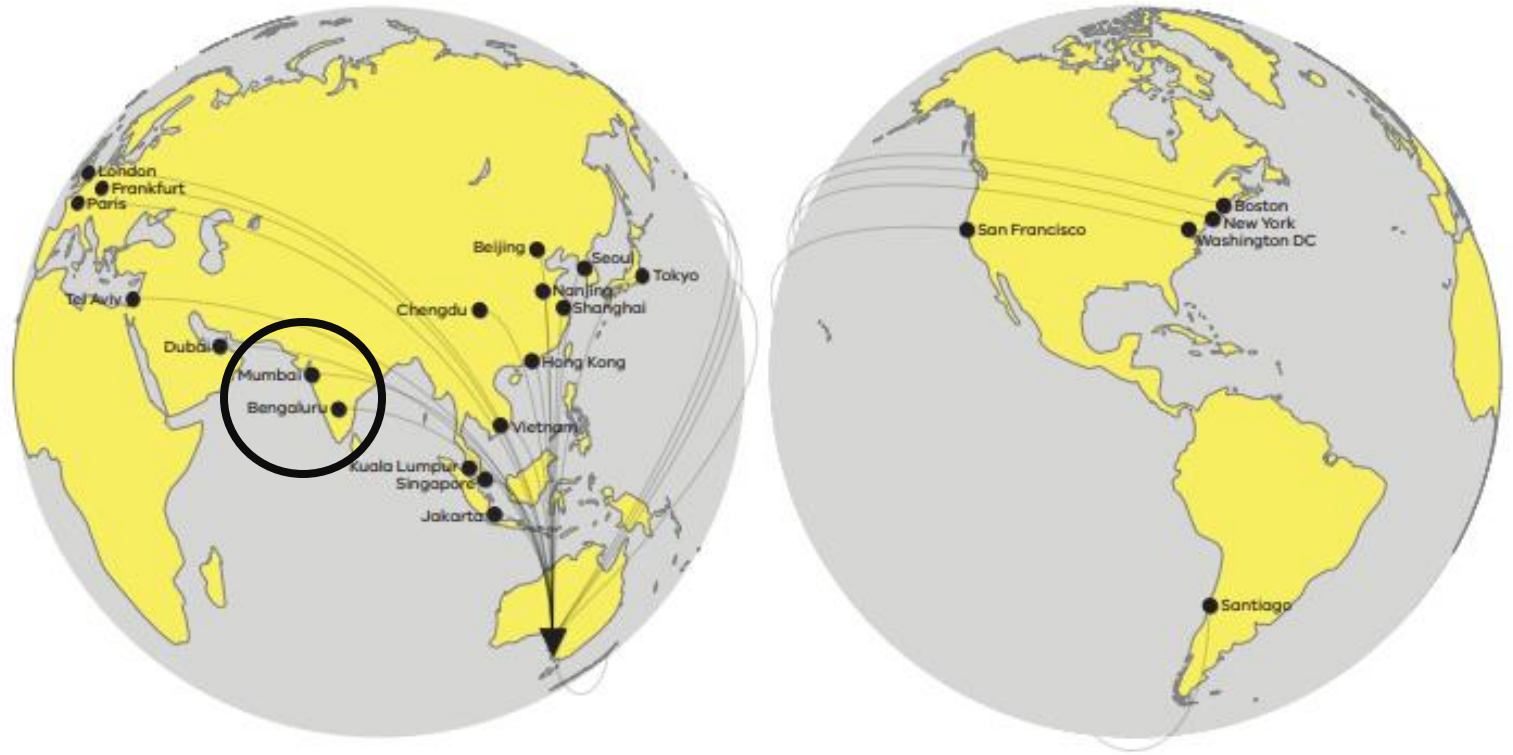
Comprises 23 Victorian Government Trade & Investment (VGTI) Offices supported by over 100 staff

Gives direct access to key decision makers and market intelligence.

1. Secure export outcomes
2. Facilitate investment
3. Represent the whole of Victorian Government

Two VGTI offices servicing South Asia:

- 1) Bengaluru (since 2007)**
- 2) Mumbai (since 2012)**



Global Victoria's team in South Asia



MICHELLE WADE

Victoria's Commissioner
to South Asia



GOPI SHANKAR

Director –
Trade & Industry



ANNIE SANTHANA

Regional Director for
Education

South Asia at a glance

	GDP (2023)	GDP growth (2023)	Population (2023)	Victoria's goods exports 22/23	Int. student enrolments in Victoria (2023)
Bangladesh	US\$437 billion	5.80%	172 million	AU\$ 234 million	3,200
India	US\$3.5 trillion	7.60%	1.4 billion	AU\$ 709 million	65,700
Nepal	US\$40 billion	2%	30 million	AU\$ 66 million	11,700
Pakistan	US\$338 billion	0%	240 million	AU\$ 194 million	9,000
Sri Lanka	US\$84 billion	-2.30%	22 million	AU\$ 104 million	12,000

Sources: World Bank, DFAT, Dep Ed

India



Strength of the relationship

Victoria is home to the largest Indian community in Australia

Victoria welcomes the largest number of Indian students to Victoria

Fifth largest tourism market, with large family and friends segment

Direct flights Melbourne to Delhi and to Mumbai

Opportunities

International Education

Tech (including edtech)

Beauty and Wellness

Business of sport

Food and Beverage

- Grains, Horticulture and nuts, Wool and other fibre, Meat, Dairy, Packaged foods, Wine

Australia-India Economic Cooperation and Trade Agreement (AI-ECTA)

Came into force in December 2022. It gives Australian businesses a competitive advantage in multiple sectors.

Read DFAT's *Guide to using ECTA to export and import goods.*

Australia-India Authorised Economic Operator (AEO) Mutual Recognition Arrangement (MRA)

Provides reciprocal trade facilitation benefits and will support Australian Trusted Traders (ATT) to gain faster and more efficient access

Visit the [ABF website](#)

Rest of region at a glance



Bangladesh

Large and growing economy – fastest pre-Covid growth rate in South Asia

Increasing focus on education and food and fibre

Celebrated 50 years of independence in 2021



Pakistan

Education focus only



Nepal

Education focus only



Sri Lanka

Victoria is home to the largest Sri Lanka-born community in Australia.

Key education market - Victoria holds 65% of Australian market

Daily flights from Melbourne to Colombo also supports goods trade

Is recovering from the economic crisis of 2021/22 with IMF support

Case Study: How Global Victoria has helped food exporters find partners in India

Ellerslie hops and St Andrews Beach Brewery

- In 2023, Victoria's Commissioner to South Asia helped launched OzLageRoo in India – a new craft beer collaboration with leading Bengaluru brewer Geist Brewing Co. and St Andrews Beach Brewery, Mornington Peninsula, using Ellerslie hops from Victoria.
- Ellerslie Hops was supported by the VGTI India office to make introductions to clients and appoint a distributor to access the craft beer sector.
- There are growing opportunities for ingredients and technology in India's rapidly expanding food and beverage manufacturing sector.

Trade fairs

The following are examples of trade fairs to give an indication of notable international fairs.

If you are planning to travel to market, **please speak to our team for advice** on timing and programme suggestions.

DIDAC Edtech Conference

- 18-20 September 2024, Delhi, India

ProWine India

- 8-9 November 2024, Mumbai, India

Cosmoprof India

- 5-7 December 2024, Mumbai, India

Fresh Produce India

- (possibly March) 2025, Mumbai, India

Aahar India

- 5-9 March 2025, Delhi, India

Resources

Global Victoria market insights

www.global.vic.gov.au

Austrade Aus India Business Exchange (AIBX)

<https://www.austrade.gov.au/en/how-we-can-help-you/programs-and-services/australia-india-business-exchange>

Newland Global Group – Business case studies

<https://ausindcasestudies.newlandglobal.com/case-studies>



"I have had lifelong links to India, but from a professional standpoint believe its true market potential emerged in the past five years. There is now a momentum and trade alignment with Australia that cannot be ignored."

***Michelle Wade,
Victoria's Commissioner to South Asia***

THANK YOU

Contact

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Global Victoria

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Web: www.global.vic.gov.au

GLOBAL VICTORIA

Export Assistance

10th July 2024

Yvonne Reynolds

Accountants & Advisors

matthewssteer.com.au

Export Assistance Programs

- 1. Austrade**
- 2. Export Market Development Grant (EMDG)**
- 3. Export Finance Australia**
- 4. Global Victoria**
- 5. Other Grants - IGP**

 **Over 100 offices around the world**

 **Assistance and support**

- ▶ EMDG
- ▶ Market information and research
- ▶ Market insights, guides and advice
- ▶ Legal and regulatory insights
- ▶ Tax exemptions for approved overseas projects
- ▶ Assistance with readiness to export

Eligible Expenses

- ✦ Overseas representatives
- ✦ Short trips for marketing visits – both Overseas & Aust
- ✦ Marketing consultants
- ✦ Foreign buyer visits
- ✦ Free samples to potential buyers
- ✦ Trade Fairs & Advertising material in export markets
- ✦ Intellectual Property rights in export markets
- ✦ Export Market Development Training

Funding Tiers:

- ✦ **Tier 1:** New to Export
- ✦ **Tier 2:** Expanding exporting
- ✦ **Tier 3:** Strategic shift in exporting
- ✦ **Representative Bodies**

Eligible Expenses

- ✦ Applications late 2024 or early 2025
- ✦ First come, first serve
- ✦ \$100K minimum turnover
- ✦ Tier 1 export readiness test
- ✦ High quality marketing plan
- ✦ Priority markets
- ✦ In business for 2 years
- ✦ Grant tier access restrictions and progress through tiers
- ✦ Tightened integrity provisions

Export Finance Australia

- ✦ Australia's export credit agency (ECA) operates to support a business's export growth.
- ✦ It provides finance solutions for an export-related contract to cover funding needs such as:
 - ▶ Working Capital;
 - ▶ Securing a contract with an exporter on an overseas project;
 - ▶ Financing overseas expansion;
 - ▶ Financing new equipment;
 - ▶ Upfront mobilization costs

Export Finance Australia





Eligibility:

- ▶ Australian registered businesses
- ▶ businesses trading for at least two years (not start-ups)
- ▶ can demonstrate profitable operations

Contact details:

<https://www.exportfinance.gov.au/contact-us/>

Global Victoria

-  23 international offices
-  Trade missions
-  Access Program
-  Export Skills Training

Industry Growth Program (IGP)

- ▶ Targeted to Start Ups and SMEs
- ▶ Matched funding from \$50K to \$5M
- ▶ Two stage program – mentoring and execution
- ▶ Focus areas:
 - Renewables and low emissions technologies
 - Medical science
 - Transport
 - Value-add in the agriculture, forestry and fisheries sectors
 - Value-add in resources
 - Defence capability
 - Enabling capabilities

THANK YOU

Yvonne Reynolds

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Accountants & Advisors

matthewssteer.com.au



Hume Export Forum - South Asia Region

South Asia Logistics

- Freight rates
- Space / Equipment
- Quarantine
- Insurance
- Payment terms
- Payment issues
- Modes of transport
 - FCL, LCL, Reefer, Open tops, Flat Racks, Airfreight

India Free Trade Agreement

Australia has 18 Free Trade Agreements with 29 countries

Australia-India Economic Cooperation and Trade Agreement (ECTA)

From 29 December 2022, over 85 per cent of Australian goods exports to India become tariff free, rising to 90 per cent in six years. In addition, high tariffs will be substantially reduced on some agricultural products. In addition, 96 per cent of imports from India are now tariff free, rising to 100 per cent in four years.

India Free Trade Agreement

Wine 2204.10.00

Origin:	French wine	Australian wine
Bottle price:	\$100.00	\$150.00
Duty:	150%	65%
Landed price:	\$250.00	\$247.50

Date	Wine Tariff
Base Rate before FTA	150%
29 December 2022	75%
1 January 2023	70%
1 January 2024	65%
1 January 2025	60%
1 January 2026	55%
1 January 2027	50%
1 January 2028	45%
1 January 2029	40%
1 January 2030	35%
1 January 2031 onwards	30%

Thank You

ICAL International Customs And Logistics

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MELBOURNE'S NORTH
**FOOD
GROUP**

Food | Beverage | Fibre

Eddy Boscariol

General Manager

Industry Groups & Projects

NORTH Link

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Networking for Economic Development



Melbourne's North Food Group

MNFG Purpose: To elevate the local food industry and help our businesses improve productivity, competitiveness and create opportunities so that food businesses in the region grow and provide employment to local residents.



Interesting Facts

- Melbourne's north is the largest food and beverage manufacturing region in Victoria employing around 10,000 people out of the 34,000 across the state.
- There are over 600 food and beverage manufacturers in the region.





Interesting Facts

Melbourne's north is blessed with a very strong food and beverage ecosystem with:

- two food research universities (La Trobe & RMIT)
- two TAFEs (Melb. Polytechnic & Kangan Institute)
- Melbourne Wholesale Food Market





Interesting Facts

- Melbourne Airport
- Hume Freeway
- North East Link
- Two planned intermodal freight terminals (Beveridge and Somerton).



Benefits of joining MNFG

- Group buying
- Deliver seminars, webinars, and training
- Provide business with up-to-date information
- Access to government grants assistance





Benefits of joining MNFG

- A free confidential individual business and soon to be announced marketing review
- Trade show participation locally, nationally & internationally
- Inbound buyer missions throughout the year
- 4 Chinese Australian Business Community Bus Tours within the region per year
- Export advice and assistance





Benefits of joining MNFG

- Access to employment programs and student placements
- Deliver many networking and industry events
- R&D opportunities through links with universities
- Advocate to government and decision makers
- Access to our data analytics hub and advanced manufacturing hub.

Upcoming Event



Yarrambat Park Golf Course
649 Yan Yean Rd, Yarrambat



Wednesday, 17 July 2024
5:30 pm - 7:30 pm



Scan to Register



Networking Event

Hosted by Nillumbik Shire Council

Join us for an evening packed with



Interesting insights
from Sarah May -
Global Victoria



Delicious wine & gin
tasting featuring local
beverage producers



Opportunities to make
valuable connections



Melbourne's North Food Group

Become a Member:



Eddy Boscariol
General Manager Industry Groups & Projects
0419 764 252 or
eddy.boscariol@latrobe.edu.au





Australia India
Business Council

**The leading Australia
India business council**



About AIBC

- The Australia India Business Council Ltd (AIBC) is the leading business chamber dedicated to promoting the bilateral trade and investment relationship between Australia and India.
- AIBC was established in 1986 by the governments of Australia and India. It now has chapters in six Australian state capitals and a presence in India.

About AIBC

- AIBC helps to shape policy and advocacy for promoting the bilateral business corridor, raising awareness about Australia-India trade and investment and facilitating business to business outcomes.
- AIBC works closely with the Federal and State governments in Australia and India, as well as with industry bodies, diaspora, academia, and the community and media.

About AIBC

- As a membership-driven, not-for-profit organisation, AIBC's members and partners include some of the most respected names in business, industry and academia.

In 2023, AIBC curated over 50 events, and continues this success with events across states in 2024.



To become an AIBC member, visit
www.aibc.org.au

To sponsor an upcoming AIBC
event, write to

✉ secretariat@aibc.org.au





Intelligent & Safe
Biotech Solutions



Export Forum: South Asia Region







ABOUT HEALTHGUARD®

- ✓ HealthGuard® founded by Dr. Chris Harvey, is a privately owned and operated Australian company dedicated to research and development of safe, innovative biotech solutions for use in a broad range of products.
- ✓ HealthGuard® has been leading the biotech space for over 25 years, from our Australian government licensed facility in Campbellfield, Australia.
- ✓ HealthGuard® range includes: Anti-Microbial, Anti-Viral, Anti-Dust Mite, Anti-Mosquito and Anti-Bed Bug products.



WHAT GOT US INTO EXPORTING?

-  Phasing out of manufacturing textiles in Australia, beginning in 1980's.
-  Reduced protection of textile manufacturing, by dismantling trade barriers.
-  Excessive regulatory barriers, increasing cost pressures, government desire for "skilled labour force".
-  Australian manufacturers became uncompetitive, credit terms blew out, bad debt and bankruptcy rose.

So where to now...?



WE PROUDLY EXPORT TO






... Our first export client was to Hong Kong, in 2000



WHAT DOES EXPORTING MEAN TO US?

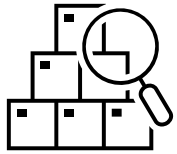


Exporting is our business

-  Exporting has enabled our business to survive.
-  Exporting has expanded our business and allowed exponential growth.
-  Exporting has protected us from single market fluctuations.



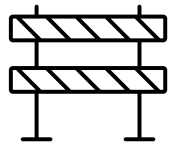
ISSUES EXPERIENCED



COUNTERFEITING
PRODUCTS



TRADEMARK
INFRINGEMENT



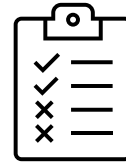
REGULATORY
BARRIERS



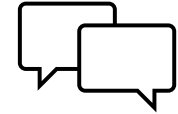
FINDING TRUSTING
PARTNERS

OVERCOMING THEM

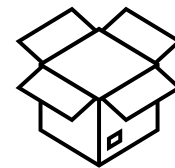
Is an ongoing effort...



DUE
DILIGENCE



INFORM
CUSTOMERS



DON'T ALLOW
REPACKAGING



AUSTRALIAN
MADE

MY HUMBLE ADVICE FOR EXPORTERS



EXERCISE CAUTION



GUARD YOUR IP LIKE IT'S YOUR LIFEBLOOD



ASK QUESTIONS



GOOD RELATIONSHIPS ARE FOUND IN UNLIKELY PLACES



GET A GOOD FREIGHT FORWARDER



DON'T PUT EGGS IN ONE BASKET





HealthGuard[®]

Proudly

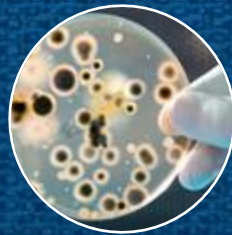


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