

WHAT WE DO

With 82 offices in 48 overseas markets, and 38 offices in Australia, our network of advisers provides practical advice that helps you reduce the time, cost and risk of exporting.



HOW WE CAN HELP YOU

General information and advice on exporting and doing business in overseas markets

We can provide you with **advice** on doing business overseas, including:

- › international market selection and market entry/expansion strategies
- › business culture and etiquette
- › upcoming international promotions such as trade shows and missions
- › information on financial assistance and other government programmes.

We can introduce you to **networks** of key decision makers, customers and contacts, including:

- › connecting you with international buyers
- › alerting you to upcoming international promotions and incoming buyer delegations
- › referring you to specialist service providers in Australia and overseas.

We can provide you with **information and insights** on emerging international trends and new business **opportunities**.

We can leverage the **badge of government** in overseas markets to access senior officials and business representatives.

Austrade offers general information and advice free of charge. More specific services attract a fee (see tailored services). We focus our services in growing and emerging economies across Asia, the Middle East, Latin America, Africa and Central Europe.

Financial assistance for exporters

The **Export Market Development Grants (EMDG)** scheme is an Australian Government financial reimbursement programme for current and aspiring exporters. The scheme supports a wide range of industry sectors and products, including inbound tourism and the export of intellectual property outside Australia. For more information go to austrade.gov.au/exportgrants

Tailored services

Through our global network of advisers, we offer five key services that are customised for your business and your specific needs. We can:

- provide you with **market research** and information on barriers and regulations; market trends and potential; and specific market insights
- **identify potential partners, service providers and customers** for your product or service. We then, in consultation with you, approach those who best meet your criteria and arrange introductions
- **set up meetings** with potential partners and customers during your visit, helping you maximise the use of your time. In some markets, we can also join your meetings to provide language and cultural support
- **follow up initial meetings** with potential partners and customers on your behalf to obtain their feedback. We can then help you determine the next steps.

These tailored services are offered through Austrade's overseas offices on a fee for service basis.

In established markets, such as North America and Europe, we may refer you to other organisations that can help you.

Australian Suppliers Directory

The Australian Suppliers Directory promotes the goods and services of over 10,000 Australian businesses to overseas buyers through Austrade's website. There's no commission, no middle-man and most importantly, absolutely no cost to you. Register your business at austrade.gov.au/asd

Ministerial-led business missions

Business missions led by Australian Government ministers (including the Prime Minister and the Minister for Trade and Investment) promote Australian businesses' international competitiveness and advance Australia's diplomatic and economic interests.

Participating in these missions can facilitate business connections to high-level government and foreign business leaders, provide opportunities to network with peers, identify potential business partners, or help you become familiar with a new market.

Austrade manages these ministerial-led business missions. If you are interested in joining future business missions, register your interest online at austrade.gov.au/business-delegations. An expression of interest does not guarantee participation and participants are expected to meet their own costs.

To receive assistance from Austrade, your organisation must be:

- A registered Australian business with an Australian Business Number (ABN)
- Seeking to export products or services from Australia to foreign markets, or seeking to establish an overseas presence to promote your Australian capabilities
- Conducting activities overseas that bring an economic benefit to the Australian economy or enhance the reputation of Australia or Australian industries
- Committed to obeying the laws of Australia and foreign nations, including compliance with anti-bribery legislation
- Internationally ready. To determine whether you are internationally ready, conduct a self-assessment with our International Readiness Indicator. Visit our website at austrade.gov.au/International-Readiness-Indicator



START THE CONVERSATION



austrade.gov.au

Get more from Austrade online

- Receive alerts on events and business missions
- Subscribe to Export Update newsletter to receive the latest news
- View profiles of markets from around the globe
- Register at austrade.gov.au/login

Email us on info@austrade.gov.au or call us on 13 28 78

If you require assistance from Canberra Business Chamber, please contact Anton Pemmer on anton.pemmer@canberrabusiness.com or 02 6247 4199 – Direct: 02 6154 6142.