



CITCSA Flash

CITCSA Patron:
His Excellency
Rear Admiral Kevin
Scarce AC CSC
RANR
Governor of South
Australia

*"Meet the Faces
Behind the Places" at
CITCSA.*



*Mr Francis Wong,
President of the
Australia Brunei
Darussalam Business
Council has been co-
opted as a member
of the CITCSA Board
to fill a casual
vacancy until the
AGM in October.*

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Trade Mission to Bangkok, Thailand



L-R His Excellency Kriangsak Kittichaisaree, Ambassador of Thailand; Mr Leon Coppins, President, Thailand SA Business Council at UniSA, Adelaide in May

His Excellency Kriangsak Kittichaisaree, Ambassador of Thailand gave an excellent speech on "Thailand's and Australia's places in the ASEAN Community in 2015 and beyond" at the Bob Hawke Prime Ministerial Centre at UniSA, May 5th.

South Australia exports of commodities to Thailand in 2009/10 were \$181 million (down by 30% on 08/09) with imports of commodities from Thailand were \$512 million (up by 30% on 08/09). Major exports include copper, lead, wheat, cereal preparations, ores and concentrates and wine. Major imports included goods vehicles, passenger motor vehicles, heating and cooling equipment, residual petroleum products and vehicle parts.

Australia's trade and economic relationship with Thailand has grown strongly since the entry into force of the Thailand-Australia Free Trade Agreement (TAFTA) on 1 January 2005. Two-way merchandise trade was worth \$16 billion in 2009, up from \$7 billion in 2004.

TAFTA has also improved business mobility, strengthened transparency, encouraged international best practice, and promoted bilateral cooperation in a range of areas including customs procedures, government procurement, competition policy and intellectual property protection.

Two-way services trade with Thailand was worth \$3.3 billion in 2009. Education and tourism between Australia and Thailand are valuable two way trade for both countries.

The Thailand South Australia Business Council is organising a trade mission to Bangkok, Thailand, May 22 – 27th. Mission participants will attend ThaiFex - Food and Wine Expo.

AustCham Thailand, the Royal Thai Embassy, Austrade, DFAT, Thailand Tourism Authority and Thailand Board of Investment are supporting the mission.

Contact Leon Coppins if you are interested in participating in the mission 0413 739 648

An itinerary for the mission and costs of travel and accommodation are now available from Barry Salter at CITCSA. email barry.salter@citcsa.org.au or 8300 0110



L-R Mr Robert Bean, Managing Director, Cultural Diversity Services Pty Ltd; Ms Yvonna Zurawska, Managing Director, ABC International Pty Ltd at Enterprise House

CITCSA organised a workshop on “Working in a Multicultural Trade and Business Environment” which was of interest to all people working in international trade. Presenters Robert Bean and Yvonna Zurawska provided the audience with a wealth of their practical experience and knowledge in communicating in a multicultural world.

Mr Robert Bean, Managing Director of Cultural Diversity Services Pty Ltd, said that *“Understanding the cultures of your markets and trading partners, communicating effectively with them and managing cultural differences in every business function can substantially increase your competitive advantage”* His breakdown of countries into those with high context and low context relationships with many in between was a new concept for many attendees. His quote of *“culture hides more than it reveals”* was most insightful.

Robert regularly runs interactive workshops on Cultural Competence, and Country Specific “Cultural Detective” workshops, and can tailor a package to suit your organisation. More information is available from www.robertbeanconsulting.com.au or 8508 3088.

Ms Yvonna Zurawska, Managing Director of ABC International Pty Ltd made an excellent case for businesses to utilise their professional services to provide good interpretation and accurate translation. She highlighted some examples of poor translation, and the pitfalls of winging it with insufficient planning and use of people that may speak a language but have no certified training. She said that a good interpreter should be *“an echo of your clients in another language”*.

ABC International Pty Ltd provides a reliable, prompt and cost efficient translating and interpreting services in SA. They have over 400 NAATI accredited, recognised and community endorsed translators and interpreters provide service in over 140 languages and dialects. They operate 24/7 and provide services to all levels of government as well as large corporations, medium and small business (export/import) and a large number of private clients. Their interpreters have worked in a variety of areas including wine, mining, food, engineering, product and services marketing as well as film industry. Translations of commercial or legal documentation, export import documentation, business proposals, marketing material or even business cards can be provided. More information from www.abcinternational.com.au or 8364 5255.

2011 AfricomSA National Awards



L-R Hon Tom Koutsantonis, Minister for Industry and Trade; Mr John Nze-Bertram, President of AfricomSA; Mr Hieu van Le, AO, Lieutenant - Governor, at the 2010 CITCSA awards when AfricomSA won the Small Emerging Chamber of the Year Award.



The African Chamber of Commerce in South Australia (AfricomSA) is proud to host the inaugural African Chamber of Commerce National Awards to celebrate the rich African cultural heritage in Australia and recognise distinguished Africans and organizations supporting African communities in Australia. The UN has proclaimed 2011 as the International Year for the People of African Descent.

The objectives and vision of the 2011 AFRICOMSA National Awards are to:

- identify role models who will serve as mentors to young Africans and African community members in Australia
- inspire and motivate African community members to utilise the vast opportunities available to them
- promote Australia as a multicultural society where all ethnic groups have a 'fair go' for opportunities and positions
- identify, promote and encourage active community and business opportunities and active participation in programs run by various organisations and agencies.

Nominations have been called in various categories for People, Business, African Associations and Groups, and Australian Community Awards.

The Awards will be presented at an AfricomSA National Awards Dinner, Saturday July 16th, 7pm at the Adelaide Convention Centre.

Among those to be recognised at the Awards night are top performing artists -- including high energy African rhythms and dance groups, such as:

- The thrilling performances of the "SUN OF AFRICA" (see videos www.sunofafrica.net/video)
- The vibrations of the "King of African Drumming"
- The African Soul and drumming spectacular, led by Master Drummer Bortier Okoe from Ghana
- The angelic vocals of the "South African Choir"
- The mesmerising dance and music spectacular of "Olympia Musica"

Purchase tickets now, \$135 or \$1300 for a table of 10. Book online at <http://awards.africomsa.org/reservation> email admin@africomsa.org or 0449 061 457

Sponsorship opportunities are still available for the Awards. Current sponsors include Multicultural SA, MYSA (Multicultural Youth SA) and FNE Lawyers, with many fine supporters on board. Please contact John Nze-Bertram 0449 061 457 for a sponsorship prospectus.



Business SA Twenty Eleven Export Awards

All South Australian businesses involved in exporting are invited to apply for the Business SA Twenty Eleven Export Awards that recognise exporting excellence in South Australia.

There are 12 different categories including agribusiness, mining and energy, services, education and training, manufacturing, arts and entertainment, information and communication technology, and regional.

Applications close on Friday 15th July, and winners will be announced at an export awards luncheon, Wednesday 19th October at the National Wine Centre.

Apply on line at www.business-sa.com/exportawards

"Romania Simply Successful" Trade Seminar May 3rd 2011



L-R Mr Tibby Stoian, President, Association of the Romanian Community of South Australia; Mrs Lilliana Stoian, Vice President, Association of the Romanian Community of South Australia; His Excellency Dr Mihai-Stefan Stuparu, Ambassador of Romania; Dr Christina Stuparu, Counsellor, Embassy of Romania; Mr Steve Kennedy, Romania Chamber of Commerce SA and Donald Equipment

The Romania Chamber of Commerce in SA held a trade seminar; Tuesday May 3rd at Enterprise House entitled "Romania Simply Successful". Guest presenters included His Excellency Dr Mihai-Stefan Stuparu, Ambassador of Romania; Dr Christina Stuparu, Counsellor, Embassy of Romania and Mr Steve Kennedy, CEO of Donald Equipment Australia.

Mr Gavril Vadean, President of the Romania Chamber of Commerce in SA is organising a trade mission to Romania, October 2011. The business focus of the mission is petroleum, mining (gold), transport, civil construction and ECT. The delegation will visit Bucharest, the capital and other major cities, and will include a visit to "Draculas Castle" and other interesting places. The economy airfare for the trip to Europe is A\$2,000 incl taxes, or A\$6,250 business class including taxes and special prices on hotels.

Please contact Mr Gavril Vadean for more information on 0428 823 040 or email gvadean@hotmail.com

Australian Automotive Week July 2011 -Trade opportunities

The Australian Automotive Week will be held in Melbourne, July 1-8 for more information www.ausautoweek.com

Austrade's Automotive Market Access Program and AutoLink Australia is facilitating delegations from the Czech Republic, India, China, Korea and the ASEAN region in Melbourne for business matching with Australian automotive companies, briefings and networking events to explore Australian automotive technology solutions.

South Australian businesses involved in the automotive industry are encouraged to become involved in the program to meet potential international buyers. Email: leigh.kennedy@austrade.gov.au for more information if you would like to be involved.

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