



# CITCSA Flash

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

Editor Barry Salter

Ph: 61 8 8300 0110

E-mail: [trade@citcsa.org.au](mailto:trade@citcsa.org.au)

Web: [www.citcsa.org.au](http://www.citcsa.org.au)

## Happy Australia New Year to our readers !!

Happy New year to all our readers in Australia, and season's greetings to our international readers.

Strong relationships with overseas business partners are important at any time, particularly during dramatic events such as the current credit challenge. The forty member organisations of CITCSA play an important role in developing and maintaining personal and business relationships for international business for South Australia.

Let's have a marketing led recovery for world business.

## 2009 - Year of the Ox

Chinese New Year is the most important event of traditional Chinese holidays and this year falls on Monday January 26<sup>th</sup> 2009 with the celebration running for 14 days until 13<sup>th</sup> February.

2009 is the Year of the Ox and if you were born in 1949, 1961, 1973, 1985, or 1997, you are most likely to be an Ox (unless you were born between January and February as each year starts on a different date). Ox people are often calm, patient, tireless in their work, and capable of enduring hardship, just like a true ox.

Some famous Ox people include:

Charlie Chaplin; Walt Disney; Jane Fonda; Richard Gere; Dustin Hoffman; Anthony Hopkins; Billy Joel; Eddie Murphy; Paul Newman; Jack Nicholson; Robert Redford; Meryl Streep; Jon Bon Jovi; Sissy Spacek; Bruce Springsteen; Twiggy; Meg Ryan and George Clooney.

Thanks to Leonie McKeon, Managing Director, Principal Consultant, Chinese Language and Cultural Advice [www.clca.com.au](http://www.clca.com.au) for supplying this information.

Many of our CITCSA member organisations hold special Chinese new year events.

## 1930's Shanghai Style Soiree Chinese New Years Party

The Australian Asian Chamber of Commerce is holding a Shanghai Ball, Saturday January 31<sup>st</sup> 2009, 6.30pm for 7pm dinner at 85 Moonta Street, Chinatown, Adelaide.

Be transported to the festive ambience of a 1930's Shanghai jazz club. Feast all your senses on great Asian food, fine wine, and live entertainment with a festive atmosphere. Latin, jazz and tango beats, karaoke, lucky red envelopes and plenty of party people!!!

**Dress:** Ladies: Chi pao/ Qipao /Cheungsam style evening wear.

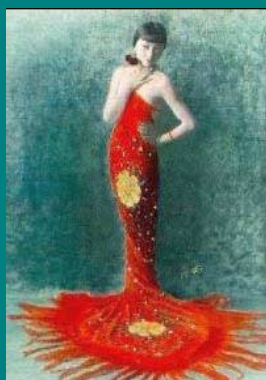
Men: Lounge Suit, Black Tie, Old School Gangster, Zoot suits, silk scarves, hats and bling. Cost is \$88, Ticketing Contact: 0433406882 or email [imdriking@msn.com](mailto:imdriking@msn.com)

## New President for Czech Chamber of Commerce (Australia)

Mr Zdenek (Danny) Kotasek is the new President of the Czech Chamber of Commerce (Australia) Inc.

Mr Kotosek has studied, and worked extensively in the Czech Republic, France, Ireland, UK, Vietnam and India, and currently runs his own consultancy "Envitan" in technology, Environment and Economy in the leather, footwear and chemical industries.

For information about the Czech Chamber of Commerce, contact Danny by Phone/Fax: 61 8 83469145 or Email: [zhkotasek@yahoo.com.au](mailto:zhkotasek@yahoo.com.au)



## Trade Opportunities in Russia Seminar



Back row l-r : *Mr Artem Kozhin, First Secretary of Russian Embassy in Canberra; Dr Vagif Soutlanov, Vice President of ARBC; Mr Colin Mackenzie, Executive Director, Australia Russia Business Council, Mr Barry Salter, Executive Manager, CITCSA*

Front row l-r: *Mr Igor Savitsky, President Australia Russia Business Council; Mr Walter Lebedew OAM, President, Australia Russia Chamber of Commerce and Industry SA*

The Sydney based Australia-Russia Business Council came to Adelaide in December to conduct an information and promotion Seminar. The Seminar followed by a luncheon was highly successful and well attended. It was hosted jointly by CITCSA and the Adelaide based Russian-Australian Chamber of Commerce and Industry (SA) Inc.

For over twenty years the Australia-Russia Business Council has served its members in Russia as well as in Australia by providing opportunities for business to network with their Russian counterparts. It has established high level contacts with government, financial and business entities and has been successful in providing a variety of services covering many facets of Australia - Russia business and commercial relations.

President of ARBC, Mr Igor Savitsky addressed the Seminar members on functions and activities of the Council. This was followed by an address from the First Secretary of the Russian Embassy in Canberra, Mr Artem Kozhin and an address by the Managing Director of the highly successful export firm, Expo-Trade, Ms Larissa Vakulina.

Outside the Seminar, Executive Committee members of RABC and RACCI met and agreed to join forces to create a powerful link between the two countries and make it easily accessible to South Australian enterprises looking for business connections and opportunities in Russia and other countries of the Soviet Union.

Henceforth RACCI will assume the role of acting as a conduit for business and commerce between South Australian companies and Russia and have full access to the resources, connections and know how of the RABC.

For information please contact the President of RACCI and former CITCSA Board Member, Walter Lebedew, OAM, telephone: 8260 6127; email: [wvl@tpg.com.au](mailto:wvl@tpg.com.au).



Australia Arab Chamber of Commerce & Industry Inc.  
غرفة التجارة والصناعة الأسترالية - العربية

### Food Mission to Dubai and Gulfoods in February 2009

There are a couple of positions remaining on the food trade mission to Dubai in **February 20 – 23<sup>rd</sup> 2009** including a visit to Gulfoods trade show.

The mission will introduce participants to the food and food service market in Dubai in the Middle East with industry visits to hotels, restaurants, supermarkets, retail outlets and sea/air ports.

The mission leader is Mr Steve Marafiotte, Managing Director of Australian Quality Plus, who will provide insight into how he has developed a successful business with major clients in the Middle East.

There will be a briefing for participants on **Monday February 2<sup>nd</sup> from 4-5pm** at DTED, level 7, 178 North Terrace, Adelaide.

The cost of participating in the mission is \$660 plus an airfare/accommodation package. Contact Barry Salter, Executive Manager at CITCSA on ph 8300 0110 or email [barry.salter@citcsa.org.au](mailto:barry.salter@citcsa.org.au)

There will be a South Australian stand at this years Gulfoods trade show from February 23 – 26th 2009. Food exporters who are interested in exhibiting or sharing space should contact Ms Esther Roberts, Trade Manager - Middle East and Europe, Office of Trade at DTED ph 8303 2461 or Email: [esther.roberts@state.sa.gov.au](mailto:esther.roberts@state.sa.gov.au)

### Food Mission to Hong Kong and SA Stand at HOFEX in May 2009

The Hong Kong Australia Business Association SA and CITCSA will be leading a food mission to Hong Kong and Macau from **May 2<sup>nd</sup> - May 9<sup>th</sup> 2009**. We invite food producers, exporters and food service providers to visit the market place in Hong Kong with industry visits to hotels, supermarkets, restaurants, retail outlets, sea, air ports and a site visit to HOFEX.

For more information and to register your interest in participating in the mission, contact Barry Salter, Executive Manager at CITCSA on ph 8300 0110 or email [barry.salter@citcsa.org.au](mailto:barry.salter@citcsa.org.au). More details out soon.



**HOFEX** is one of the largest global food and wine tradeshows in Asia. Food Adelaide is organizing a showcase of South Australian food and beverage products at HOFEX 2009 which will be held from May 6 – 9<sup>th</sup> 2009

The South Australian stand at HOFEX will provide companies with a platform to meet key industry participants at this biannual show which traditionally hosts over 29,000 visitors from more than 58 countries. By being part of the South Australian stand you will be located within the Australian Pavilion

in the International Hall, which attracts a large number of customers from the region.

For more information and to register your expression of interest in exhibiting in the South Australian stand at the HOFEX trade fair, contact Food Adelaide on 8300 0022.



### WebeZ

CITCSA Sponsor, WebeZ of 7C Communications Group Pty Ltd has launched the next generation in website business systems at [www.webezbusiness.com](http://www.webezbusiness.com) You can run your entire online business from one administration portal.

If you have an existing site, WebeZ can transfer it for you and they also provide website design and development services should you require them. With WebeZ Business you can do it all yourself – online wiki and training videos there to assist you.

For further information call or email Bryan Smith, Manager of the WebeZ team on (08) 8463 1904 or [bryan@7c.com.au](mailto:bryan@7c.com.au)

## MEET THE FACES BEHIND THE PLACES:

### *Japan Australia Business Council – SA*

Mr Paul Smith, Chair of the Japan Australia Business Council SA spoke to Sarah Newman, Marketing Officer at CITCSA about the market in Japan.



Mr Paul Smith,  
Chairperson, Japan  
Australia Business  
Council of SA

#### **Could you describe current market conditions in Japan?**

As with most markets, the financial crisis has had an impact, recently sending Japan into a technical recession. Despite this, many Japanese firms are in a reasonable cash position, having held wages down and reduced staff numbers over the past 15 years. Such firms are now taking the opportunity to pursue investment targets, whether for joint ventures or to take over. This provides a significant opportunity for small-to-medium size Australian companies looking to expand or for entrepreneurs with good ideas to secure a source of capital.

#### **What opportunities currently exist for Australian businesses trading with Japan?**

Opportunities differ by industry sector. There are markets that have traditionally provided great opportunities for Australian businesses, such as resources and agriculture, which will continue to be reasonably strong. Then there are industries in which new opportunities are emerging.

The food sector is a good example; recent food safety scares, including mad cow, pickle and dumpling safety issues, have been picked up by the media and this has really affected the market. Consumers are now demanding to know exactly where their food has come from, right down to the region where it was produced and the time of harvest. Australian food has increased in popularity, thanks to our 'clean water, clean air' image and higher food safety standards than some of Japan's closer neighbours. Japanese consumers are very willing to pay for quality, providing the perfect market for Australian producers.

Also, the ageing Japanese population is creating opportunities in the aged care, tourism, information technology and entertainment industries. With fewer young people to care for their ageing compatriots, and restrictive immigration policy preventing an influx of younger labour, services targeted towards this cashed-up demographic would be well received.

#### **What difficulties might Australian businesses encounter when trading with Japan?**

The biggest issue, I think, is the common misconception that Japan is an expensive country with which to do business. This impression is at least fifteen years old; since it was popularised Australia has had reasonable levels of inflation, while Japan has experienced next to none. In the past few months the Yen has appreciated somewhat, but when I'm in Japan I can still grab a bite to eat for lunch for less than I could in Australia!

The difficulty many of our members have faced in commencing trade with Japan is the length of time that it takes to develop relationships with partners and clients, prior to making the first sale – and in this respect entering the Japanese market can be an expensive process. Australian businesses need to be patient in the approach to the market – Japanese partners and clients value long term relationships, and these can be very fruitful if developed properly.

#### **How can the JABC assist businesses trading with Japan?**

Our overall aim is to help our member businesses and individuals improve their trading experiences with Japan. The JABC is locally based, and has members from a range of industries, roughly 80% of whom are exporters, and 20% are importers. We use our networks in Japan and Australia to help members develop relationships with relevant government or industry agencies, share our extensive trading experience, including past successes and failures, and help members gain funding and assistance through programs they may not have been aware of. An example would be JETRO's initiative of offering free short-term office space to foreign companies looking to expand to the Japanese market. Many companies just don't know about all the export grants and assistance out there- many are too small to afford to dedicate a staff member solely to the Japanese market, and are consequently at risk of missing some important opportunities.

For more information, please contact Paul Smith at the JABC on 08 8379 7353 or email him on [paul.smith@optimatics.com](mailto:paul.smith@optimatics.com)

CITCSA

"MEET the FACES behind  
the PLACES"

CITCSA Office  
136 Greenhill Road  
UNLEY SA 5061  
Ph: +61 8 8300 0110  
Fax: +61 8 8300 0120  
[www.citcsa.org.au](http://www.citcsa.org.au)



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