



CITCSA Flash

CITCSA Patron:
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CITCSA to manage Sister City relationships for Adelaide City Council

The Council for International Trade and Commerce SA has been appointed by the Adelaide City Council to manage the Sister City business relationships for the City of Adelaide for 2010.

The City of Adelaide enjoys sister city relationships with Christchurch in New Zealand, Georgetown in Penang in Malaysia, Himeji in Japan and Austin in Texas. The City of Adelaide recently approved the formation of a relationship with El Ferrol in Spain in appreciation of the business links forged recently in the defence and water industries in the State.

CITCSA as the peak body for the 40 international chambers of commerce and business councils is in an ideal position to manage the existing sister city relationships. CITCSA will bring a stronger focus on business by facilitating trade through its member organisations who already have country of origin links with our sister cities, namely:

Australia New Zealand Business Council
Australia Malaysia Business Council
Japan Australia Business Council SA
AMCHAM SA
Spanish Chamber of Commerce SA

Part of CITCSA's mission is to encourage more inbound business missions to visit Adelaide and South Australia, and to develop positive relationships with international business people for trade.

CITCSA works closely with Department of Trade and Economic Development, Business SA, Austrade, PIRSA, SA Tourism Commission, Education Adelaide, Adelaide Convention Bureau and other partners in the promotion of South Australia and encouraging visitation and investment in the State.

"CITCSA looks forward to working with the Adelaide City Council and contributing to the "Creating the Future" City of Adelaide Strategic Plan 2008-2012. By revitalising and expanding the sister city relationships we will assist the city to increase returns from international business, education and tourism to become more economically prosperous." says Nick Begakis AM, Chairman of CITCSA.

Lord Mayor of Adelaide Michael Harbison congratulates CITCSA for its initiative.

"Managing the City of Adelaide's sister cities program is a great fit for the CITCSA charter to support its chambers of commerce and business councils in strengthening their international relationships. And CITCSA has five active chambers and councils whose countries of origin include our sister cities of Austin Texas, Christchurch, New Zealand, Georgetown, Penang, Himeji, Japan and most recently, El Ferrol, Spain. I wish CITCSA all success with this opportunity." says Lord Mayor Michael Harbison

Plans for a visit to Adelaide by a champion soba noodle maker from Himeji in Japan in May which will raise awareness of food exports to Japan, and a delegation visit from El Ferrol in Spain are underway by CITCSA and its member organisations.



Spanish Chamber Luncheon highlights benefits of trade from sister cities



l-r - Manuel Sanchez, President Spanish Chamber of Commerce; Jose Antonio Arjona, Vice President Spanish Chamber of Commerce; Barry Salter, Executive Manager, CITCSA; Hon Lyn Arnold, guest speaker.

Hon Lyn Arnold, former Premier of South Australia and now CEO of Anglicare SA, was the guest speaker at the Spanish Chamber of Commerce luncheon on March 22nd. Mr Arnold was instrumental in forming CITCSA in the 1990's and said that the concept of CITCSA with its 40 chambers of commerce in SA had proven successful. He complimented the Spanish Chamber for their initiative in encouraging the City of Adelaide to form a "sister city" relationship with the naval and port city of El Ferrol in Spain. Mr Arnold spoke about his time living and working in Spain and how the international chamber of commerce movement cultivated business relationships and understanding between people, and facilitated trade.

Mr Jose Antonio Arjona, Vice President of the Spanish Chamber of Commerce in SA, thanked Mr Arnold for his kind words and advised that the Hon Consul for Spain in SA Mr Joaquin Artacho, was currently in El Ferrol to present an invitation to the Mayor of El Ferrol from the Lord Mayor of Adelaide to bring a delegation of industry and education leaders to visit Adelaide later in the year to celebrate their sister city relationship with Adelaide. He provided information about Navantia, a Spanish company based in El Ferrol that was the successful tenderer to build the Air Warfare destroyer in SA.

Please contact Mr Manuel Sanchez, President Spanish Chamber of Commerce, for more information or to join the Spanish Chamber on 83703373 or email spanishcoc@bigpond.com

Annual Survey on Perceptions of doing business with Asia

The AVG group have released their latest annual survey on the perceptions of doing business with Asia for 2009.

Their summary of their findings is as follows:

"The last two years have been particularly interesting with the continued emergence of China, India and Vietnam; the political disruption in Thailand and to a lesser extent Malaysia and the continuing uncertainty created by the global credit crunch. These events have the potential to impact on commercial activities, and it will be interesting to monitor any impacts."

Part 10 of the report on page 9 lists the benefits/reasons for being a member of a bilateral chamber of commerce or business council in Australia. The main reasons given were:

- Provide reputable source of Information 72%
- Opportunity to Meet Potential Customers 72%
- Contact those with experience in trading with country of origin 71%
- Make a contribution to international trade 47%
- Social interaction 27%
- Other 6%

A copy of the full report is available from www.afgventuregroup.com or call Glen Robinson ph +612 9258 7878

New President for Australia India Business Council

Ms Natasha Malani has been elected President of the Australia India Business Council SA Chapter at the Annual General Meeting. She replaces Ken Meek who resigned in December. Members of the AIBC Committee re elected at the AGM include Neil Faulkner, Danielle Jervis and Eugene Reinboth who join Oshin Somers, and Darren White on the Committee.

The Annual General Meeting featured a presentation on the highlights new Indian Budget by Mr Amit Dasgupta, Consul General of India. Mr Dasgupta said that GDP growth in India was forecast to be 7.2 % in the 2009/2010 year, and that a GST will be introduced in April 2010 to raise revenue. He said that there were opportunities for Coal, Renewable Energy, Food Processing and Investment in India where there is a major focus on infrastructure development. There is likely to be skill shortages in India in the future.

A panel discussion followed the AGM which included the Right Honourable Mr Michael Harbison, Lord Mayor of Adelaide: Mr Brian Hayes QC, National Chairman of AIBC, Chris Russell, Business Editor of the Advertiser, Sandy Donaldson and Mr Dasgupta.

Natasha and the Lord Mayor recently returned from a business trip to India where they met with the Federation of Indian Chambers of Commerce and Industry, Indian Merchants Chamber, Confederation of Indian Industry, and the Bombay Chamber of Commerce and members of the Indian business community. One of the aims of the trip was to reassure Indian people that South Australia and Australia is a welcoming and safe destination for Indian students to visit and study.

For more information about the Australia India Business Council, contact Julie Halifax ph 0412645053 or email Halifax@aapt.net.au

New SA Business Development Manager for Port of Melbourne

Recognising the importance of South Australia and Sunraysia as key trade regions to the Port of Melbourne, **Scott Searles** has been appointed as Port of Melbourne Corporation's trade representative.

As the hub of a logistics network which extends across south-eastern Australia, Port of Melbourne is a one of Australia's critical supply chain interface. With more than 3,500 commercial ship visits each year from over 40 shipping lines, the port is the largest container and general cargo port in Australia and is currently ranked as one of the top 50 container ports worldwide.

The success of the Port of Melbourne has been built on its core values and in particular Customer Focus. As part of this commitment, Port of Melbourne Corporation has Business Development Managers in key trade regions such as South Australia and Sunraysia. The role of the Business Development Manager is to develop and facilitate trade relationships with import and export industries, including shipping lines, cargo owners and logistic operators.

Based in Adelaide, Scott Searles brings a wealth of knowledge and expertise in international trade to the position of Business Development Manager.

Scott's background includes:

- Over 17 years in marketing and business development roles with major horticultural export businesses such as Kangara Foods and Vitor Marketing.
- Sales and marketing experience in shipping spanning 16 years
- Fostering industry growth, as an Executive Board Member, Australian Horticultural Exporters Association and as a Board Member, South Australian Citrus Industry Development Board

Scott can be contacted in Adelaide on ph 82370503 or mobile 0417354399 or email scott.searles@portofmelbourne.com

Port of Melbourne is a sponsor of CITCSA.



Scott Searles, new Business Development Manager for Port of Melbourne for SA

Food Mission to Singapore and South Australian stand at Food Hotel Asia in April 2010

CITCSA and the Australian Singapore Business Council are organising a food market awareness mission to Singapore for food and beverage producers who are new exporters, or new to Asia exporters including a visit to Food Hotel Asia from April 17 – 23 2010.

The mission will introduce participants to the food and food related service market in Singapore with industry visits to hotels, new Sentosa Resort, restaurants, supermarkets, and retail outlets, and the sea and air ports. Mission Leader is Mr Ernie Goh, President of Australian Singapore Business Council SA.

With a population of 4.3 million, and over 10 million tourists on average annually, Singapore is a substantial market for all kinds of food and beverages, hospitality equipment and services. South Australia's food exports to Singapore were valued at over AU\$33 million in 2007.

Contact Barry Salter, mission coordinator at CITCSA to obtain an information sheet on the trade mission, and the itinerary. Limited places available. Ph 8300 0110 or email barry.salter@citcsa.org.au

Food Adelaide is organising the South Australian Stand at Food and Hotel Asia in Singapore, April 21-24 2010. It is the largest tradeshow in the region, held only biannually, and it attracts serious importers and distributors of food and beverage products from around the world.

FHA attracted 36,956 global trade visitors from 90 countries and there were 2626 exhibiting companies from 70 countries/regions at this event in 2008.

Contact Clare Bagshaw from Food Adelaide on 8300 0022 or clareb@business-sa.com to register your interest in exhibiting.

South Australian Mission to Bangkok, Thailand May 2010

The Thailand SA Business Council are organising a market awareness mission to Thailand from May 9 - 13 2010.

Leon Coppins as President of the Thailand SA Business Council will be leading the mission.

The mission will include visits to the Thai FEX World of Food Asia expo in Bangkok. (www.worldoffoodasia.com) and the Sub Con fair in Bangkok. (www.subconthailand.com) and an opportunity to meet with members of AustCham in Bangkok.

Thailand is an important trading partner with South Australia with exports of \$ \$269 million to Thailand and imports of \$ \$393 million from Thailand in 2008/2009. Australia has a free trade agreement with Thailand.

A pre mission briefing will be held on Thursday April 8th from 4.30pm – 5.30pm in Meeting Room Participants at Enterprise House, 136 Greenhill Road, Unley.

Please contact Leon Coppins ph 0413739648 email admin@approvalaustralia.com or Barry Salter at CITCSA for a full itinerary and costs if you wish to participate in this mission by April 8th.

Australia's controls on defence and dual-use goods

The Australian Department of Defence is responsible for administering the controls on the export of defence and dual use goods. The Australian Government is a signatory to several international treaties and actively participates in regimes relating to export controls.

The Defence Department manages this responsibility through the Defence Export Control Office (CECO) which has the authority to issue permits and licenses for the export of such goods. DECO provided free workshops and seminars at no charge.

More details are available at www.defence.gov.au/strategy/deco or call 1800661066 email deco@defence.gov.au



CITCSA

"MEET the FACES
behind the PLACES"



CITCSA Patron His Excellency Rear Admiral Kevin Scarce AC CSC RANR Governor of South Australia with Leon Coppins, President of Thailand SA Business Council at Government House Garden Party on March 23rd

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Australia stand at 2010 Shanghai World Expo



BusinessSA
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**Government
of South Australia**

Department of Trade and
Economic Development



Government of South Australia
Primary Industries and Resources SA



The 2010 Shanghai World Expo will be held from May 1st – October 31st 2010 and is expected to attract over 70 million people. The Australian pavilion will showcase Australian innovation, creativity and achievement, and is expected to be visited by up to 7 million people which is an average of 38,000 people on each of the 184 days of the Expo.

DFAT is coordinating Australia's national presence at the expo including an extensive business program. Austrade will run 30 specialised trade events in China showcasing and profiling Australia's trade and investment strengths across a range of key industry sectors.

The South Australian Government is a silver sponsor of the Australian pavilion, and a number of trade activities will be organised by DTED in China between May and October to promote South Australia. CITCSA member organisations will support a couple of trade missions to China during that period.

More details on Australia's pavilion and Austrade's business programs are available at www.austrade.gov.au/shanghaiexpo2010

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