



# CITCSA Flash

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## Chinese New Year - Year of the Rabbit

### Birth Years

1915, 1927, 1939, 1951, 1963, 1975, 1987, 1999, 2011, 2023

### Rabbit personality traits

Although generally calm, gentle and loving, Rabbit people can be very ambitious and intuitively know how to get ahead in the world.

They are good listeners, kind and sweet by nature, and are therefore often sought out as popular and trusted friends. Generally noted for their physical beauty, Rabbits like to surround themselves with beautiful things. They have a good eye for art, design and fashion, and are usually at the top of anyone's Best Dressed list.

Others may call the Rabbit timid, but those born under this sign rightly view themselves as wise and cautious.

Rabbits are rarely known to make a move or jump into any new situation without first carefully considering all their options. No one is more surprised than Rabbits when they win a poker hand or hit the jackpot at the races, although at times good luck just seems to come their way unbidden.

Rabbits are regarded as the peacemakers in any group. They remain calm in any situation, and are very slow to anger.

In close personal relationships they can be very romantic, but their natural cautiousness prevents them from settling down or committing to any one person right away.

At work, they excel by remaining cool and collected, and can be relied upon for extreme tact in delicate business dealings.

**Rabbits are most compatible with :** Sheep, Dog, Pig.

**Famous people born in the Year of the Rabbit:** Albert Einstein, Leon Trotsky, Frank Sinatra, Pope Benedict XVI, Angelina Jolie, Brad Pitt, Johnny Depp, David Beckham, Tiger Woods, Whitney Houston.

## Chinese Chamber of Commerce SA Celebrates Year of the Rabbit

The Chinese Chamber of Commerce SA will celebrate the 2011 Chinese New Year in the Chinese Lunar "Year of the Rabbit" with a cocktail party at the Adelaide Festival Centre on Monday February 14<sup>th</sup> from 5.30pm, followed by a performance of "Cultures of China, Festival of Spring" from 7 – 9pm.

The Festivals of Spring variety performance features some of China's finest singers including: Dong Wenhua, Zhang Yingxi, Liu Yan, Li Hui and more, joined on stage by the China Central Folk Song and Dance Ensemble. With over 30 artists, this performance brings together many leading performers and performances from China with a strong classical style. You don't want to miss out on this wonderful and enjoyable performance!

Tickets from Tee Lee Travel: 115 Gouger Street Phone 8212 3822 or from Mr K See at See Bros. ph 8269 7892.



## New Committee for Asia Pacific Business Council for Women



Pictured from L-R : Svetlana Obst, Elena Sitnikova, Marysia Hock, Holly Liu, Gosia Hill, Sue Yang, Teresita Sarmiento, Carmel Lagarna, Haley Welch .

The newly elected Executive Committee of APBCW is as follows:

President	Gosia Hill
Secretary	Teresita Sarmiento
Assistant Secretary	Elizabeth Masznicz
Treasurer	Svietlana Obst
Assistant Treasurer	Holly Liu

The APBCW are holding a dinner on February 23<sup>rd</sup> 2011. More information is available at [www.apbcw.com.au](http://www.apbcw.com.au)

### Thailand – Seminar in Adelaide in February

The Thai Board of Investment is holding a free seminar in Adelaide at the Adelaide Hilton on February 23<sup>rd</sup> at 9.30 for 10am – 12.30pm followed by a light lunch. Thailand is one of Australia's closest neighbours, with a very diverse and well established industry base. It has an Automotive production of 1,400,000 vehicles in 2008 (190,000 exported to Australia), and is the largest manufacturer of hard disk drives in the world.

It is one of the largest and most advanced producers and exporters of processed food products in the world, and has a rapidly increasing focus on the production of alternative energy.

*Hear from experienced speakers including:*

*“Investment Policies and Opportunities in Thailand” by:*

*Ms. Duangjai Asawachintachit, Deputy Secretary General, Thailand Board of Investment*

*“Establishing Companies/Operations in Thailand” by:*

*Mr. Linsey Siede who successfully established two manufacturing plants in Thailand for ANCA Pty Ltd, and also helped Aperio Pty Ltd establish their facility.*

**RSVP for Seminar** Please contact:

Mr. Linsey Siede: Phone. 0400 375 874 or Email: [likatibro@bigpond.com](mailto:likatibro@bigpond.com) or

Ms. Kanchana Noppun: Ph. 0411 296 195 or Email: [Sydney@boi.go.th](mailto:Sydney@boi.go.th)

## Thailand – Outbound Trade mission in May



Mr Barry Salter, Executive Manager, CITCSA; Ms Kanchana Noppun, Director, Thailand Board of Investment, Australia; Ms Duangjai Asawachintachit, Assistant Secretary General, Thailand Board of Investment, Thailand; Mr Leon Coppins, President of Thailand SA Business Council.

The Thailand South Australia Business Council is organising a trade mission to Bangkok in Thailand from May 22 – 27<sup>th</sup>. Mission participants could attend either the Automotive Expo or ThaiFex - Food and Wine expo on during May. AustCham Thailand, the Royal Thai Embassy and Board of Investment will be supporting the mission.

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

## Survey highlights importance of CITCSA member organisations

The AVG group in Sydney have released their latest annual survey on the perceptions of doing business with Asia for 2010.

The key findings of the report include:

- Expansion plans: despite the adverse global financial climate, a majority of respondents are planning or considering commercial expansion in the region, with China, India, and Indonesia perceived as the most attractive locations. Indonesia has experienced a dramatic increase in attractiveness as a commercial target - and this is probably due to an extended period of political stability.
- Free Trade Agreements: there seems to be significant evidence that the expectations of the benefits of Free Trade Agreements significantly outweigh the actual benefits, possibly due to lack of education and understanding.

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

- Provide reputable source of Information 76%
- Contact those with experience in trading with country of origin 74%
- Opportunity to Meet Potential Customers 62%
- Make a contribution to international trade 48%
- Social interaction 26%
- Other 10%

The survey has been particularly well supported in the past and the results can be downloaded from: <http://www.afgventuregroup.com/attachment/ap2010.php> or phone Glen Robinson ph +612 9258 7878.

## Meet The Faces Behind the Places

### Bob Gell, President SA Chapter of Canadian Australian Chamber of Commerce

“Meet the Faces Behind the Places” at CITCSA



Bob Gell, President, SA Chapter of the Canadian Australian Chamber of Commerce

Jennifer Blake, CITCSA's Marketing Officer, spoke to Bob Gell, President of Canadian Australian Chamber of Commerce SA Chapter about international business opportunities in Canada.

#### 1. What are market conditions like at the moment in Canada?

In spite of the GFC, bi-lateral trade between Canada and Australia has continued to grow with CAN\$1.6 billion Australian goods imported to Canada and CAN\$2.1 billion Canadian goods exported to Australia. Some sectors (manufacturing) are still struggling but the net effect seems to be strong and still growing.

#### 2. What opportunities are available for Australians trading with Canada?

Key sectors of real growth potential for Australia to trade with Canada in descending order are: Inorganic chemicals and isotopes, beverages (wine), machinery, vehicles (non railway), and ore. However, there are also a number of “hot issues”, plus priority or emerging sectors for South Australian businesses to explore.

These include carbon capture and storage and Corporate Social Responsibility (CSR) strategy - particularly in extractive industries. Priority sectors include: life sciences; environment and renewable energy; information, communications and technology (ICT).

There are definitely opportunities for licensing partnerships and jointly funded research projects in biotechnology, solar and cleantech industries.

#### 3. What initiatives is the Chamber involved in to promote trade between South Australia and Canada?

We have hosted some Trade Commissioner visits and one of our most successful initiatives has been our involvement with an IT educational mission between South Australian and Canadian Universities.

#### 4. What problems might business people face when trading with Canada?

The stronger Australian dollar is making export more difficult for all industry sectors but unlike some of our other trading partners, Canada is a low risk partner with no barriers such as language, trade impediments and high non-payment risks.

#### 5. How can the Canadian Australian Chamber of Commerce-SA help South Australian businesses connect with Canada?

I view the CACC's responsibility as one of communication of new products or services opportunities, and keeping regular trade related events in the focus of members. The Chamber has its first event for 2011 in March, when it will host a round table forum breakfast with the Canadian Trade Commissioner from Sydney.

On July 1<sup>st</sup> we will celebrate Canada Day at a business luncheon and events with the evolving electric vehicle industry are in the pipeline for the second half of the year.

Contact Bob Gell and the Canadian Australian Chamber of Commerce by email at [cacc@cacc.org.au](mailto:cacc@cacc.org.au), or see [www.canauscham.org.au](http://www.canauscham.org.au).



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