



## 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 John Anderson,  
President of Aust  
Cham Thailand met  
with Mr Leon  
Coppins, President of  
Thailand South  
Australia Business  
Council in Bangkok  
last week.*

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### Successful Trade Mission to Bangkok, Thailand



*Leon Coppins (3<sup>rd</sup> from right) was part of a group of Australian business people meeting with Hon Abhisit Vejjajiva, Prime Minister of Thailand at Government House in Bangkok last week. His Excellency Kriangsak Kittichaisaree, Ambassador of Thailand to Australia is in picture to left of Prime Minister.*

The Thailand South Australia Business Council organised a trade mission to Bangkok, Thailand, from May 22 – 27<sup>th</sup> 2011.

Mission participants received an informative in market briefing by His Excellency Kriangsak Kittichaisaree, Ambassador of Thailand to Australia and Ms Duangjai Asawachintachit, Assistant Secretary-General from the Thailand Board of Investment at their One Start One Stop Investment Centre in Bangkok.

Excellent presentations about doing business and trade in Thailand were made to the group by Mr Mark Wood, Trade Commissioner at Austrade, Bangkok, and by the Aust Cham Thailand by President John Anderson and Board Directors Warwick Kneale and Leigh Scott – Kemmis. AustCham Thailand has 430 members in Bangkok that are businesses who undertake business and trade in Thailand with Australia.

Participants visited the 3<sup>rd</sup> Thai Fex - Food and Wine Expo at the Impact Challenger Exhibition Centre, and enjoyed an excellent evening performance of "Siam Niramit", Thailand's Art and Heritage Cultural show which runs nightly in Bangkok. All of the mission participants held meetings with their distributors or business connections in Bangkok, and achieved their goals in discovering more about the Thai market which is growing. New contracts were signed by at least one participant.

Thanks to AustCham Thailand, the Royal Thai Embassy, Thailand Tourism Authority and the Thailand Board of Investment who provided great support for the mission.

A special BOI Fair 2011 has been organised in Bangkok, Thailand from November 10 – 25<sup>th</sup> 2011 at the Impact Challenger Centre with special business forum being held from November 9-10. See [www.boi.go.th](http://www.boi.go.th)

Contact Leon Coppins if you are interested in participating in a future mission to Thailand in November this year or at a future time. Ph 0413 739 648

## South Australia Trade mission to Thailand participants



Leon Coppins meets with Hon Kasit Piromya, Minister for Foreign Affairs of Thailand in his office in Bangkok



*l-r Mr Wah Tong Lee, Soniclean; Mr Barry Salter, CITCSA; Ms Susan Lee, Soniclean; Mr Oshim Somers, ESP Solutions and Presiden, Australia India Business Council SA; Ms Kanchana Noppun, Director Australia, Thailand Board of Investment; Mr Ian Lewis, Lewis, Lewis Agri-Food Chain Solutions; Mr Leon Coppins, Approvals Australia and President, Thailand SA Business Council.*

## Gateway Business Program

### IS YOUR BUSINESS READY TO EXPORT?

The State Government's **Gateway Business Program** is a new initiative designed to help small to medium-sized firms succeed in the challenging world of exporting.

The Program offers grants up to a maximum of \$20,000 over two years for eligible project reimbursing up to 50 per cent of export related expenditure

#### Eligible projects include:

- Researching feasible overseas markets
- Developing marketing material for distribution overseas
- Participating in international trade shows and trade missions
- Adapting websites for specific international markets
- Undergoing export specific mentoring
- Supporting incoming buyers

Round Two closes on 15 June 2011. For further information and to apply visit:

[www.southaustralia.biz/gateway](http://www.southaustralia.biz/gateway).

## Annual HKABASA Food and Wine Appreciation Dinner

The 2011 ANZ Hong Kong Australia Business Association Food and Wine Appreciation Dinner will be held at Mings Palace Chinese Restaurant in Gouger St, Adelaide on Saturday June 11<sup>th</sup> at 6.30 for 7pm.

World class food and wine matching, 2011 Wine Options Game and Raffle Draws.

Tickets \$95 member; \$100 per non member or \$900 for table of 10. RSVP June 8<sup>th</sup>.

For more information, contact Edmund Ng ph 0413089833 or email [admin@hkabasa.asn.au](mailto:admin@hkabasa.asn.au)

[www.hkabasa.asn.au](http://www.hkabasa.asn.au)



Government  
of South Australia

Department of Trade and  
Economic Development





L-R Mr Kazuya Kuroda, Senior Business Development Manager, Austrade, Osaka, and Mr Chris Rees, Senior Trade Commissioner, Austrade Osaka



JABC

Chris Rees and Kazuya Kuroda from the Austrade Office in Osaka, Japan were the guest speakers at a seminar organized by the Japan Australia Business Council SA Chapter in May. Chris was visiting Adelaide where he was formerly State Manager for Austrade, and a member of the CITCSA Board and active member of the JABC and other CITCSA members.

Chris and Kaz gave an enlightening description of their recent experiences in Japan in the aftermath of the earthquakes and tsunami. The informal discussion included:

- The recent visit to Japan by the Prime Minister Hon Julia Gillard, and a charity dinner which raised \$120,000 for earthquake victims;
- Affected areas of Japan, mainly in the north are totally devastated, areas in the south are largely unaffected;
- Japanese government putting money aside for cleaning and reconstruction, which is predicted to have a stimulatory effect on the Japanese economy;
- Japan to cut overseas aid budget temporarily;
- Corporate and local level response to contraction has been rapid, but that the national government response has been slow;
- Japanese companies are cashed up and looking to invest, e.g., Kirin purchased Lion Nathan;
- Japanese companies feel that they are lacking good educated people with English skills and have started recruiting foreigners;
- Japanese companies looking to globalize their workforce and investing in cross-cultural and adaptive skills, global leadership and communication.
- Strong trend of Japanese and Australian companies collaborating to export a combination product or service to a third country;
- Business support for a Free Trade Agreement with Australia still strong.

The next Japan Australia Business Council event will be held on Wednesday June 8<sup>th</sup> at 5.30 for 6pm with guest speaker **Professor Malcolm Cook**, Dean of the School of International Studies at Flinders University and former Program Director for East Asia at the Lowy Institute.

The topic of the presentation is "**The Future of Japanese Politics**"\ The venue is Johnson Winter & Slattery, Level 10, 211 Victoria Square, Adelaide Please RSVP via [this link](#).

Thanks to Johnson Winter & Slattery for hosting this event.

## Meet The Faces Behind the Places

### Erik van Zanten, President DutchSA (Australian Netherlands Chamber of Commerce SA)

"Meet the Faces Behind the Places" at CITCSA



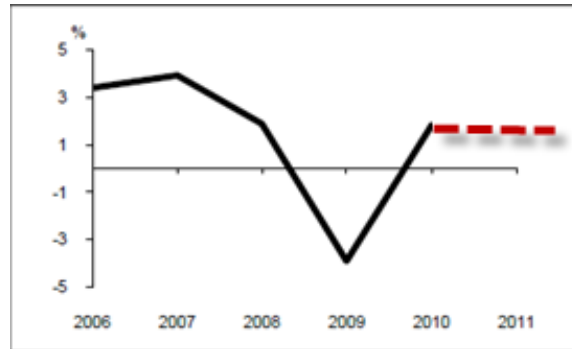
Mr Erik van Zanten, President of DutchSA

Barry Salter, from CITCSA spoke with Erik van Zanten, President of DutchSA who have recently become a member of CITCSA.

#### What are market conditions like at the moment in the Netherlands?

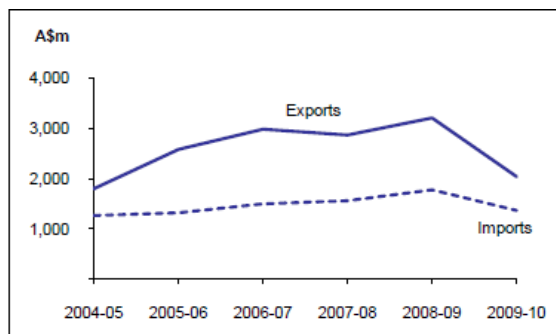
First a quick background of The Netherlands: it is a relatively small, wealthy trading nation. world GDP and 3.7 per cent of world trade. The Netherlands has the 16th largest economy and 7th largest financial sector in the world. It is the world's fifth largest exporter of goods (USD499b in 2009) and is the seventh largest importer of goods (USD446b in 2009).

After a difficult 2009, the Dutch economy showed moderate economical growth figures over 2010. This trend is expected to continue in 2011 & 2012, with growth figures between 1.5% and 1.75%, thanks to increased export, consumer consumption and investments. The unemployment rate will further decrease to about 4% in 2012, and the national deficit is expected to decrease from 5.2% to about 2.2% in 2012.



#### What opportunities are available for Australians interested in trading with The Netherlands?

In 2009-2010, the Netherlands was Australia's 20th largest merchandise trading partner with total exports and imports of A\$3.4 billion, with the value of Australia's exports to the Netherlands around A\$2 billion. Significant Australian exports to the Netherlands in 2009-2010 included coal, medicaments (including veterinary) and zinc ores. Australian services exports to the Netherlands in 2009 totalled A\$461 million, mostly recreational travel. Services imports totalled A\$1 billion.



Built on the delta of some of Europe's main rivers, The Netherlands is a small country that punches above its weight in world business and politics. It has a growing and healthy economy with a strong services sector and excellent industries such as life sciences, electronics, food, flowers, the chemical industry, water technology, agriculture technology, and engineering.

Traditionally strong in information technology, engineering, and research & development, the Netherlands is globally respected for its high standards and innovation power. With its geographical position, infrastructure and trading history, the Netherlands has a long and successful reputation as the "Gateway to Europe" for many internationally trading companies.

It offers local and foreign businesses an environment that is conducive to international trade, efficient export, innovation and collaboration with some of the world's best companies and research institutes.

The Netherlands is home to a number of leading global institutions and companies that operate in Australia including ING Group, ABN-AMRO, Fortis, Rabobank, AEGON, Shell, Unilever, Delta Lloyd, Philips, Heineken, and Akzo Nobel, to name a few.

The Netherlands is also a significant investment and trading partner for Australia. It is Australia's second largest export market within the EU after the UK.

Opportunities for Australian companies in Europe can be expected in Oil & Gas, Carbon Capture and Storage, Financial Services, Water management and technology, Wind Energy, and Agriculture (high end, innovative solutions). Interesting areas for South Australia are Water Management, Agriculture, Sustainable Energy, and Defence.

### **What initiatives is the Chamber involved in to promote trade and cultural links between South Australia and Holland?**

First a bit of background about the Australian Netherlands Chamber of Commerce (SA): founded in 1995, a change of board in 2009 set out a new direction, and the trading name DutchSA was introduced to appeal to a wider group of Dutch entrepreneurs and professionals in South Australia. Growing steadily, we have over 200 members, connecting through our platform and networking activities.

We regularly organise business events, collaborating with both local and Dutch organisations. Through our contacts network we have included cultural and social events to increase connectivity in the local community, such as events related to Renewable (Solar) Energy, Water Management, and also - incidentally - hosted a viewing of the finals of the 2010 World Cup Soccer. With strong influences in Australia, perhaps Dutch soccer could be considered an export product!

### **What difficulties might business people face when trading with Holland and how can DutchSA help traders avoid these problems?**

The Dutch are generally proficient in English, allowing easier communication, relationship building and trade opportunities: most Dutch organisations with international dealings provide their information and documentation in English.

Having said that, the Netherlands like any other country have rules and regulations to comply with which might be a hurdle for some companies, however there are many sources of information available, and there good support organisations around for foreign companies or investors to engage when starting trade with Holland. With our knowledge of the 'system' in both The Netherlands and South Australia, DutchSA is in a position to connect Australian (and Dutch) businesses.

Dealing person to person, the Dutch can be very direct and to the point. This is may come across as rudeness, but is rather a result of the Dutch tendency towards efficiency and a desire to 'cut to the chase'. The Dutch language reflects this, where niceties in phrasing are often implied, rather than explicit. When conversing in English, the Dutch are likely to show this directness.

### **Are there any interesting facts about Holland that might be of interest to business people in South Australia?**

Yes! As a large part of The Netherlands sits below sea level, the Dutch are masters in water management, a skill that might come in handy when the climate change predictions come true and sea levels rises with 1 meter or more, but let's hope time is on our side.

The Netherlands have always been subject to floods though after the 1953 flood disaster, the Delta Works have been built to protect the risk areas. The Delta Works are declared one of the Seven Wonders of the Modern World. This series of construction projects was built over a 30 year period, and protects a large area of land from the sea, consisting of dams, sluices, and storm surge barriers. It's a unique achievement both from an engineering and government viewpoint.

The Dutch are creators of the **Polder model**, a globally applied term commonly known for its consensus decision-making ('a pragmatic recognition of pluriformity' and 'cooperation despite differences'). It also has a political economic dimension, where it refers to a version of consensus policy in economics, consisting of a tri-partite cooperation between employers' organizations, labour unions and the government. This approach has drawn a great deal of interest by many governments over the years.

Holland is regarded as an expert in **road safety**, with very low traffic fatality numbers. In 2010, Prof. Wegmans was involved in the Thinker in Residence program, contributing to the 30 year plan for greater Adelaide, sharing his vision and experiences from around the globe.

A bit closer to South Australia, many will have seen the Dutch dominating the World Solar Challenge for the last decade or so. This demonstration of solar energy efficiency can be explained by the fact that renewable energy has been a key point for industries and research. Holland has also been an early adaptor of wind energy with over two thousand wind turbines.

The Netherlands, like Australia, are a **multi-cultural society**, and home to people from all kinds of backgrounds. Thanks to the glorious Dutch past as sailors, explorers and traders (the Dutch United East Indian Company is considered to have been the first multi-national organisation), as well as a tradition of libertarianism and equality, the Dutch have always fostered a keen interest in new knowledge, ideas, foreign cultures and influences. This has contributed to a strong interest in technology and innovation in today's society.

For more information about Dutch SA their monthly networking nights at the Belgium Beer Bar and how to join, go to their website [www.dutchsa.com.au](http://www.dutchsa.com.au)



Angie Lewis with CITCSA Patron His Excellency Rear Admiral Kevin Scarce, Governor of South Australia at CITCSA's reception at Government House

### Angie Lewis is leaving CITCSA after 4 years

Angie Lewis, Events and Administration Officer at CITCSA, is leaving us to work with the South Australian Road Runners Club and to pursue other interests.

We thank Angie for her enthusiastic support of CITCSA and its member activities, the successful CITCSA awards dinners and her great work over the past 4 years.

We wish Angie all the best in her future endeavours.



### CITCSA acknowledges the generous support of our Sponsors



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