



Australian Government
Australian Trade Commission

Getting into Export

Melbourne
November 2009



Who we are

- The Australian Trade Commission (Austrade) is the Australian Government's trade and investment development agency assisting Australian businesses contribute to national prosperity by succeeding in export and investment

Austrade's mission

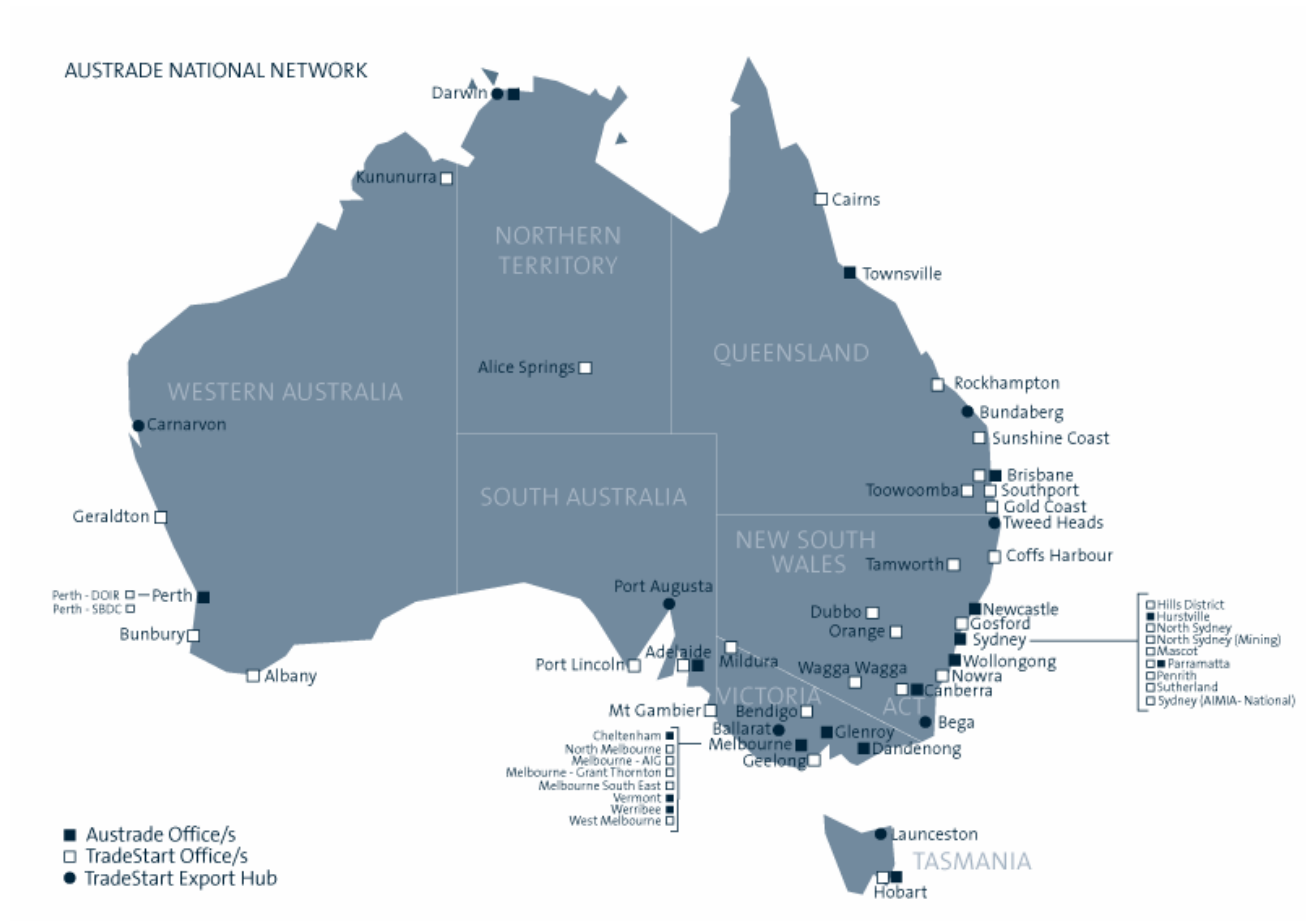
- Austrade assists Australian businesses contribute to national prosperity by succeeding in export and investment



Austrade delivers a comprehensive range of services

- Export and outward investment services
- Foreign direct investment services
- Administration of the Export Market Development Grants (EMDG) scheme
- Initiatives designed to improve community awareness of, and commitment to, international trade and investment
- Advice to the Australian Government about, and coordination of, its export and investment development activities
- Consular, passport and other Government services in designated overseas locations

Austrade's Australian Network



Austrade services

Export information to increase your knowledge and open networking opportunities

- Country and industry information
- Seminars and workshops – regular events held throughout Australia such as ‘Getting into Export’ and industry-specific events
- Referrals to other government agencies and industry associations



Austrade services

Export coaching covering tailored advice, local market intelligence and industry insights

- Export capability assessment
- Advice on export planning, budgets and payment
- Advice on marketing strategies, marketing materials and company websites
- Taking advantage of free trade agreements
- Answers to specific questions such as on logistics and pricing



Austrade services

Getting into Export

- Austrade's 'Getting into Export' program is designed for small and medium-sized Australian businesses new to exporting, or with limited experience
- This program can assist in many ways, helping to develop the skills needed to becoming a sustainable exporter, including:
 - Tailored coaching, online training modules, and free attendance at Austrade exporting workshops
 - Information about overseas markets and identification of export opportunities
- To apply, call 13 28 78 or visit www.austrade.gov.au/gettingintoexport

Getting Ready for Export – CHECKLIST

- Take a course in export basics.
- Get your objectives right and commitment will follow.
- Make a list of your concerns and discuss them with advisers.
- Talk to your banker and accountant about your export plans.
- Develop a list of agencies that can help.

Mistakes to avoid

1. Failure to obtain advice
2. Unable to balance domestic and export markets
3. Assuming all markets are the same
4. Lack of follow-up service/support
5. Lack of commitment from top management



Mistakes to avoid

6. Assuming English works everywhere
7. Unwilling to modify products to meet regulations or customer preferences
8. Failure to treat international and domestic distributors equally
9. Insufficient care when selecting overseas distributors



Mistakes to avoid

10. Chasing orders instead of establishing profitable operations
11. Failure to consider licensing or a joint venture partner
12. Failure to consider use of an export management company or consultant



Online resources available at www.austrade.gov.au

- Find out about events in Australia and overseas
- Australian Suppliers Database – join over 7,000 Australian companies listed in this directory which is accessed by potential customers throughout the world. Listing free of charge
- Export Update – subscribe to a free monthly newsletter to receive the latest in export news and events, success stories, plus information to help Australian exporters to do business around the world
- Free e-business courses at:
<http://austradeebusiness.southrock.com/cgi-bin-secure>

Other useful international business contacts

- Department of Foreign Affairs and Trade (DFAT)
www.dfat.gov.au
- Export Finance and Insurance Corporation (EFIC)
1800 887 588, www.efic.gov.au
- Department of Innovation, Industry, Science and Research (DIISR)
www.innovation.gov.au
- AusIndustry
13 28 46, www.ausindustry.gov.au
- The business development department in your state or territory

Contact Austrade

- Call **13 28 78** and speak to one of our advisers
- Visit **www.austrade.gov.au**
- Visit **www.exportawards.gov.au**
- Visit **www.businessclubaustralia.com.au**
- Email **info@austrade.gov.au**

Austrade can give you the edge to help your business stay ahead of your overseas competitors

