



TradeStart

TradeStart – an international business initiative of the Australian Government delivered in partnership with NSW Business Chamber.

TRADESTART



Australian Government
Austrade



About TradeStart

TradeStart is an Australian Government initiative that delivers Austrade services through local public sector and industry organisations throughout Australia. TradeStart partners employ advisers who are well versed in the needs of exporters and skilled in matters of international trade. These TradeStart Advisers have access to Austrade's worldwide resources and systems.

The prime objective of the TradeStart program is to assist small and medium size enterprises to achieve long term success in international business. The program flexibly addresses the needs of individual businesses drawing on the combined resources of Austrade and the TradeStart partner.

The TradeStart program:

- › Promotes exporting, international business and the Australian Government's trade agenda.
- › Works co-operatively with other relevant agencies to maximise the international business success of TradeStart clients.
- › Represents Austrade and provides access to the full range of its services for both existing and potential Austrade clients.

Support for TradeStart clients is available through Austrade and its TradeStart partner organisations throughout Australia and through Austrade's overseas network.

Austrade's national network



Tradestart partner – NSW Business Chamber

NSW Business Chamber has been helping to promote the prosperity and capability of Australian businesses for more than 185 years, and has been a TradeStart partner since 1998.

NSW Business Chamber provides valuable support to its members and clients through a range of programs and services, and actively represents their concerns as the 'voice of business' at all levels of government. NSW Business Chamber represents over 6,000 full member businesses, as well as more than 20,000 affiliate members through associations with local Chambers of Commerce throughout NSW.

Teams of experts with long-standing expertise in international markets, specialists and TradeStart Advisers assist companies to expand their business overseas and provide services to ensure international trade documentation is completed correctly.

The traditional approaches to exporting are becoming less used and success internationally now encompasses e-business, innovative distribution networks, information sharing, new marketing methods, and supply chain improvements. The NSW Business Chamber's TradeStart team can assist companies to understand and engage successfully in these new export pathways.

As well as finding new markets for an existing product, businesses are using international connections to reduce costs, improve efficiencies, offer new alternatives to existing customers, and leverage cutting edge technologies - finding that global engagement can increase competitiveness at home as well as abroad.

case study

APIC is now on the way to achieving their goals in institutional linkages and international cooperation

Asia Pacific International College (APIC) offers postgraduate degree courses and open learning. The highest degree awarded by APIC is the Master of Business Administration (Project and Program Management), which is a unique specialist course that merges learning in business and project management. APIC's degrees are formally accredited and recognised as being equal to those awarded by Universities in Australia. APIC differs from more traditional institutions as it is focused on research, development and the extension of transformative learning.

APIC started working with TradeStart in 2007 and has since then explored markets in the Middle East, China, India and Asia. The major challenges for APIC have been the strict Australian visa regulations, the reputation of Australian private institutions overseas and identifying which markets and institutions were the most suitable for linkages and business.

TradeStart has provided continued support to APIC, including market research and statistics to assist APIC's market selection, provision of qualified overseas agent contacts, developing market visits, and co-ordinating in market support. APIC participated in an Australian Trade Mission to India in May 2009; it also toured a number of Chinese institutions – this was organised through TradeStart in June 2009.

The local Austrade Education Managers accompanied APIC's delegation to the meetings and provided valuable market, industry and cultural insights. They also boosted APIC's credibility with the foreign organisations.

Not only have APIC received ongoing in-market support in many overseas markets but they have benefited from local NSWBC and Austrade networking events. "In May 2011 I took part in the International Education Seminar in Sydney, where 15 overseas Austrade Education Managers presented challenges and opportunities in their respective markets", says Professor Ali Jaafari. "I had one-on-one meetings with representatives from Asia in time for my planned market visits".

Professor Jaafari undertook business development trips to Malaysia, Vietnam and Korea. TradeStart helped the College with the identification of suitable business partners and arranging the overseas meetings. TradeStart and Austrade have also facilitated access to government representatives and have ensured that APIC's concerns in relation to changes to regulations and federal government policies have been heard.

"APIC has generated export revenue of around \$2 million and employed 22 staff in the last 3 years. In 2011 APIC signed a MOU in Sydney with the Guangdong University of Business Studies. The recent Asian trip is promising with various institutions interested in our programs," said Professor Jaafari.

TradeStart will support APIC in the follow up stages to help bring these connections to fruition.

› www.apicollege.com

Austrade contact details:

Visit: www.austrade.gov.au/About-TradeStart

Email: info@austrade.gov.au

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NSW Business Chamber contact details:

www.nswbusinesschamber.com.au

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