

Austrade shines spotlight on China

Austrade media release

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The Australian Government's export development agency, Austrade, has turned its focus on two initiatives that will assist Australian businesses to build opportunities in China:

- the China Business Summit 2008; and
- [Business Club Australia](#) in and around the Beijing 2008 Olympic Games.

Austrade will participate in a China Business Summit 2008 on 21 February at the Sydney Convention and Exhibition Centre organised by the City of Sydney.

The business-focused event is a first for the City of Sydney and will take place as part of the 2008 Chinese New Year Festival, one of the City's most significant cultural events.

Austrade Senior Trade Commissioner, Shanghai, Christopher Wright and Chief Economist, Tim Harcourt will be speaking at the summit.

Mr Wright said Australian businesses could not afford to miss out on the growing and dynamic China region.

"China is the big, looming dragon sitting on every chief executive's desk. Whether a company is thinking of accessing China's market, or its low-cost production base, or investing in China's fast developing economy, no company can afford not to think about China," Mr Wright said.

Austrade CEO, Peter O'Byrne said Austrade welcomes the opportunity of working with the City of Sydney on the China Business Summit 2008 as it provides an excellent platform for presenting the latest analysis and intelligence from leading business and Austrade specialists.

"Austrade's market and industry teams are assisting businesses in many sectors and of all sizes – from major global firms to niche exporters – to identify and win business across China," Mr O'Byrne said.

"Australian businesses have the advantage of being able to call upon support from one of the largest foreign networks in China with Austrade offering localised knowledge and services in 15 locations, including:

- the commercial hubs of Beijing, Shanghai and Guangzhou;
- the major gateway markets of Hong Kong and Macau; and
- the strategically important 2nd and 3rd tier cities of Dalian, Xi'an, Qingdao, Wuhan, Nanjing, Hangzhou, Ningbo, Chengdu, Kunming and Shenzhen.

"With the excitement already starting to build for the Beijing 2008 Olympic Games Austrade is also pleased to present our Business Club Australia networking program during the Games. This provides Australian businesses the

opportunity to take advantage of the international attention created by this major event to develop profitable partnerships," he said.

Business Club Australia has been endorsed by the Australian Olympic Committee as Australia's official international business program at the Games and two-time Olympic diving champion Xiao Hailiang arrives in Sydney next week as the program's sporting ambassadors.

At the Sydney 2000 Olympic Games, Xiao Hailiang and his diving partner Xiong Ni, won the Gold Medal for China in the 3m springboard synchronised diving ahead of Australians Robert Newbery and Dean Pullar who took bronze.

Mr Xiao also imports Australian wine to China.

A photo call with Xiao Hailiang will occur on Tuesday 19 February at 11am at The Ian Thorpe Aquatic Centre at 458 Harris Street, Ultimo, NSW.

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