

# EXPORT AND MARKET DEVELOPMENT



The Export and Market Development unit of the Department of Economic Development is the principle export facilitation service in Tasmania. It offers a range of services and programs to help Tasmanian businesses develop sustainable export markets and increase their skills in the international arena.

The programs and services offered include:

**Export Skills Development Program** which includes the delivery of workshops and one-on-one skills development training.

**Inward Buyer Program** used to introduce buyers and influencers to the state and interact with relevant Tasmanian suppliers.

**The Tasmania Delivers series** of promotional material is designed to promote the values of Brand Tasmania and provide a snapshot of capabilities available from Tasmanian suppliers.

**The Export Marketing Assistance Scheme** which provides funding to eligible Tasmanian businesses undertaking promotional activities to develop new export markets.

The scheme may provide assistance to:

- » undertake export market research
- » attend trade exhibitions with an international focus
- » develop export advertising and promotional items
- » assist with inbound buyers' visits to Tasmania
- » attend export related conferences.



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The programs and services offered include:



**Assistance packages** for groupings of Tasmanian companies wishing to exhibit at recognised international trade shows.

**Assistance for Tasmanian businesses** seeking to be part of a Tasmanian delegation on trade missions to emerging export markets.

**ExportActive** electronic newsletter distributed to the Tasmanian export community and national and international buyers and friends of Tasmania.

**Export Advisory service** where Senior Client Advisors located in both the south and the north of the state are available to assess and coach individual businesses, particularly those new to export.

Examples of assistance include:

- » identifying target markets and conducting research
- » advising on international marketing strategies, marketing plans and promotional material
- » practical export advice.



**The Tasmanian Export Awards Program** where success is acknowledged through the state program and the winners of each category progress as finalists to the National Export Awards.

**The Business and Skilled Migration Program** which assesses and grants State Government sponsorship required for some business and skilled visas, promotes Tasmania as a destination for migrants and assists new arrivals integrate into the Tasmanian economy and community.



**Promoting International Education in Tasmania** to international students on behalf of government schools and TAFE Tasmania, including the management of the international education agent network in more than 30 countries.

**NB:** Applications for certain assistance schemes and programs are subject to specific eligibility criteria and a competitive process. Fees may apply for some services.

For further information, contact:

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