



TIA Korea Mission



## CleanTech, Infrastructure and Energy Efficient Technology

### Trade Delegation to Korea

Join the mission to enter the vibrant Korean technology market

#### About this mission

The Technology Industry Association in conjunction with Austrade will lead a high level business delegation to South Korea in October 2010, to meet with leading companies in the Clean Tech, Security, Infrastructure, and Renewable Energy sectors.

Supported by the Department of Trade and Economic Development and other industry organizations, this mission is a commercially focussed delegation. Our objective is to enable South Australian companies to network, build relationships and do business with Korean companies.

#### The Core Focus of this Business Delegation

Korea's technology sector has achieved remarkable growth and has been the single most important industry driving the country's economic growth. In 2009, the Korean Government announced the Green New Deal, an economic stimulus package created to focus on green projects. The delegation presents a rare opportunity to meet with companies in the many sectors which have targets to conserve energy, reduce emissions, recycle, manage water, and build infrastructure:

- Infrastructure Providers and Operators
- Manufacturers
- Government Organisations
- Renewable Energy and systems
- New and emerging technologies shaping the clean economy
- The delegation will also focus on other applications within these industries, such as infrastructure security.

#### Delegation Leader



The delegation will be led by **Michael J Miller AO**, Professor Emeritus. He has been a Member of Board of the Australia Korea Foundation since 2002 with responsibility for the promotion of science and industry collaboration between Australia & Korea. He is held in high regard in Korea with deep ties at senior levels to major corporates and government.

**Date:** 10-13 October 2010

**Location:** Seoul  
Republic of Korea

**Application Deadline:** COB 10 August

**Note – Delegation Numbers are limited**

#### Who should attend?

CEOs, Managing Directors, Business Development Executives, Consultants from Australian businesses specialising in:

- Low energy, sustainable technology
- Waste Management
- Infrastructure and Security (Transport, Defence)
- Renewable Energy
- Water management
- Reducing Carbon Footprint
- Triple Bottom Line reporting
- Modelling and forecasting
- New Efficient/Environmental Products for Manufacture and Industry

Feedback from last mission

*"Well planned and exceeded all the expectations."*

*"Pre-departure briefing and on the ground assistance in one-on-one business matching was excellent."*



Apply now at [www.tia.asn.au](http://www.tia.asn.au)



## (Draft) Mission program

The program has been designed to maximise your visit.

Sunday – October 10 2010	<ul style="list-style-type: none"> <li>• Arrive in Seoul, Korea</li> <li>• Group Hotel to be advised</li> <li>• Orientation meeting</li> </ul>
Monday – October 11	<ul style="list-style-type: none"> <li>• Delegation Briefing Session at Austrade Seoul office</li> <li>• Tours of Korean companies</li> <li>• Reception Dinner</li> </ul>
Tuesday – October 12	<p><u>Korea – Australia –Industry Seminar</u> This is an industry briefing event.</p> <ul style="list-style-type: none"> <li>• Presentations from each delegate to Korean target market</li> <li>• Presentations from Korea representatives</li> <li>• Networking Luncheon</li> <li>• Business Matching Meetings and Appointments</li> </ul>
Wednesday – October 13	<ul style="list-style-type: none"> <li>• Business matching Meetings Continue</li> <li>• Closing event</li> </ul>
Thursday – October 14	Depart or extend visit to the North East Asia Region

## Why should you participate?

- This delegation fast-tracks you to the key players of Korean leading infrastructure companies, government organisations, energy companies and manufacturers to explore business opportunities.
- Networking and unparalleled access to the highest levels of Korean businesses.
- Hear from local experts and develop an understanding of the vibrant Korean market.
- Meet with senior managers from large Korean companies to explore partnering opportunities to expand into the Korean market.

## Market insights

South Korea and Australia have a strong economic partnership. South Korea is considered a world leader in technology innovation.

- **Renewables account for less than 3% of power generation in Korea, and Korea imports around 90% of its energy resources.**
- There is growing recognition that business has a crucial role to play in helping Korea become more sustainable.
- As a result many Korean organisations are responding by reducing their environmental impacts and risks, for example by decreasing water use and minimising greenhouse emissions.
- Managers also seek information on their organisation's environmental performance.
- Under the South Korean Governments "Low-carbon, Green Growth" plan it will invest AU\$50 billion to catalyse a shift to green industry.
- Many central, provincial and municipal governments are undertaking clean energy projects.
- The government aims to build the world's first nationwide smartgrid system.



## Cost of participation

The total cost per delegate includes direct costs and an Austrade service fee.

Total Cost	Direct costs	Austrade service fee
	TIA Mission Fee \$1000	Austrade service fee of A\$1,710 (9 hours @ A\$190 per hour) includes:
	<ul style="list-style-type: none"> <li>• Transportation for group visits</li> <li>• Interpreting and translations (simultaneous translation for presentations)</li> <li>• Networking Lunch and Dinner</li> <li>• Venue Hire</li> <li>• Full mission support on the ground</li> <li>• Business coaching</li> <li>• Pre Departure briefing</li> </ul>	<ul style="list-style-type: none"> <li>• Mission coordination</li> <li>• Industry briefings to a selection of Korean companies</li> <li>• High level business matching and introductions</li> <li>• Setting up one-on-one appointments</li> <li>• Production of bi-lingual mission booklet</li> </ul>

You may be eligible to claim some of your costs associated with this mission through the Export Market Development Grant scheme. For more information visit [www.austrade.gov.au](http://www.austrade.gov.au) or call 13 28 78.

**Register your interest as soon as possible – in order to provide the highest level of service to delegates, places are strictly limited. Please contact Christine Cromarty for further information.**

Information Session                      Thursday 5 August, TIA, 7 Glen Osmond Rd 4pm  
 RSVP 8272 5222 or email contact below

Applications Close                      COB 10 August 2010

**Apply online at [www.tia.asn.au](http://www.tia.asn.au) to have TIA and Austrade country and industry specialists assess whether this mission offers opportunities that are well-matched to your business.**

## Key contact

To register your interest and discuss your options further, please contact:

**Ms Christine Cromarty**

Delegation Manager

T: 0433 969 511

E: [christine.cromarty@tia.asn.au](mailto:christine.cromarty@tia.asn.au)