

Assistance for South Australian Business



creating opportunity



Government of South Australia
Department of Trade and Economic
Development

Export Assistance Guide

www.southaustralia.biz

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For further information visit
www.southaustralia.biz or contact the
South Australian Government's Department
of Trade and Economic Development
(DTED) on (08) 8303 2400

Opportunity for knowledge

Gain awareness of export practices

Export SA Website

The Export SA website is a virtual one-stop shop for sellers and buyers of South Australian goods and services. It helps South Australian businesses access Government export programs and services. It holds a database of South Australian exporters that businesses are invited to join and international buyers can access. It provides useful technical and market information, overseas contacts and links.

www.southaustralia.biz

Business Development Advice

The Department of Trade and Economic Development (DTED) has a range of programs that can help grow your business to become globally competitive. Business specialists within DTED provide free advice on product development and supply chain logistics. Other assistance includes education forums, coaching and networking, training in business plans, new technology and management systems and building export capacity in manufacturing and traded services.

Specialist advisers assist the following sectors:

- ICT and Electronics
- Automotive
- Manufacturing
- Water
- Services.

For more information contact DTED on 8303 2400 and ask for a business adviser for your sector.

TradeStart

The TradeStart program is run in partnership with Austrade from offices in:

- Adelaide
- Mt Gambier
- Port Augusta
- Port Lincoln.

TradeStart advisers help businesses assess their export capability, provide advice on market selection, offer assistance with market visits and provide follow-up support. TradeStart gives up to 20 hours of free Austrade assistance in the market of your choice.

Contact details for TradeStart are provided on page 10, or you can contact Austrade on 13 28 78.

Eligibility Checklist

To be considered eligible for the program your business should have:

- a current Australian Business Number (ABN)
- Australia as its main place of business
- never previously been signed on to the New Exporter Development Program
- not exported more than three times in the last three years, or have not achieved exports with a cumulative value of more than \$200,000 in the last three years.

Export Leadership Assistance

DTED works with industry associations to foster leadership in export strategy planning, in-market promotion, market knowledge sharing and mentoring. The Export SA website delivers information and resources for industry associations.

A range of programs is provided in conjunction with industry associations in key areas such as food, wine, ICT/electronics, defence and services.

For more information contact DTED on 8303 2400 and ask for the Industry Liaison Officer in the Office of Trade.



Opportunity for Continuing Success

Sustain and grow your export efforts



Market Access Program (MAP)

This is a dollar-for-dollar grant scheme for outbound and inbound trade missions and aims to improve the export capability of South Australia's small and medium businesses.

The South Australian Government offers up to \$5,000 to an individual business or \$75,000 per group for overseas missions. Up to \$1,000 for an individual business and \$5,000 for groups is available for inbound trade missions. Up to \$1,000 is available for activities which increase the ability of a business to export.

Eligible expenses include international market research and some overseas representation, some travel, accommodation and project management costs, exhibition space, booth design and construction and marketing materials.

Applications are considered quarterly.

Applications close:

15 March

15 June

15 September

15 December.

Businesses must:

- be South Australian based with a current ABN
- not be eligible for an Austrade Export Market Development Grant (EMDG) or other South Australian Government funding
- submit completed applications before the activity takes place
- demonstrate their Export Strategy by submitting an Export Business Plan.

For MAP guidelines and application forms, visit www.southaustralia.biz

For more information contact DTED on 8303 2400 and ask for the MAP Coordinator in the Office of Trade.

Opportunity for New Markets

Promote your business internationally

SA Overseas Representatives

The South Australian Government has commercial representation in seven target markets:

- London – United Kingdom
- Shanghai/Jinan – China
- Hong Kong/Macau
- Singapore and Malaysia
- Dubai – United Arab Emirates
- Chennai – India.

Our people overseas provide in-market assistance to South Australian businesses and help to attract business investment and migration to the State.

They provide market intelligence and briefings, introductions and contacts, appointments, cultural advice and agent identification. They also assist trade missions and shows.

Showcasing South Australia

The South Australian Government supports South Australian exporters at major national and international events and in-market promotions, including:

- Game Developers Conference, San Francisco
- BIO, Biotechnology International Conference
- ANZA Summit, Silicon Valley
- CommunicAsia, Singapore

- Australia Week – G'Day USA
- London Wine and Spirit Fair
- Foodex, Tokyo
- CeBIT, Australia, Sydney
- European Seafood Exposition, Brussels
- Medica, Cologne
- Gulfood, Dubai
- Big5, Dubai
- Hofex, Hong Kong
- Food and Hotel Asia, Singapore
- Australian Tourism Exchange, Perth
- National Restaurant Association Show, Chicago
- Wine for Asia, Singapore.



Opportunity for Better Service

Contact us for all your export needs

Department of Trade and Economic Development

As an initial point of contact the Department of Trade and Economic Development (DTED) will help deliver export assistance across the South Australian Government.

DTED's Office of Trade has Trade Managers for North Asia, South East Asia, India, Europe and the United Kingdom, the United Arab Emirates, Middle East and The Americas.

To contact DTED call 8303 2400 or visit www.southaustralia.biz

For more information on export programs and assistance visit www.southaustralia.biz

ebizSA

The South Australian Government offers assistance to implement internet technologies which support the exports of a business. The ebizSA program also helps businesses define their online requirements in the global economy.

For information, visit www.ebiz.sa.gov.au or contact the Department of Further Education, Employment, Science and Technology (DFEEST) on 8303 2147 and ask for the e-business Manager.

Financial support for website development is available under the Market Access Program (MAP) (www.southaustralia.biz)

Austrade

The Australian Government offers assistance and grants to South Australian exporters, administered through Austrade. Austrade also provides:

- overseas representation and market assistance in more than 100 locations
- the Export Market Development Grant (EMDG).

For further details contact Austrade on 13 28 78 or visit www.austrade.gov.au

AusIndustry

The Australian Government offers a range of programs to South Australian businesses for:

- research and development
- product and services development.

For more information contact AusIndustry on 13 28 46 or visit www.ausindustry.gov.au

Export Finance and Insurance Corporation

Export Finance and Insurance Corporation (EFIC), Australia's export credit agency, is a specialised financial services organisation that supports the international growth of Australian businesses.

EFIC provides competitive finance and insurance solutions to assist the export of Australian goods and services and Australian investment in overseas projects.

Its latest product, EFIC Headway, is designed to help small to medium-sized enterprise (SME) exporters increase access to working capital.

EFIC Headway is a guarantee from EFIC to a bank that allows the bank to extend lending facilities to eligible SMEs without requiring additional security.

For more information about how EFIC can help support your international growth visit www.efic.gov.au or phone 1800 887 588.

Export Awards

The South Australian Government sponsors the Premier's Award and a prize for a small to medium manufacturer at the annual Business SA Export Awards.

Winners of the State awards become finalists in the Australian Export Awards conducted by Austrade and the Australian Chamber of Commerce and Industry.

For details on applications, eligibility and other award categories visit www.business-sa.com

New Product Innovation Awards

DTED in partnership with the Engineering Employers Association SA, Business SA and the Design Institute of Australia (SA) sponsors the New Product Innovation Awards (NPIA). Businesses that produce and sell new products can win a total of \$8,000 in prize money in the export category.

Applications are considered yearly.

Applications close: **18 March**

Eligibility Checklist:

Businesses must:

- be South Australian based
- have commercialised a new product within the last two years
- have a market performance history.

For NPIA guidelines and application forms visit www.southaustralia.biz

For more information contact DTED on 8303 2400 and ask for the Product Development Manager.

Useful Websites

Export SA www.southaustralia.biz

DTED www.southaustralia.biz

International Trade Association, South Australia Inc www.tradesouthaustralia.com

Council for International Trade and Commerce South Australia Inc www.citcsa.org.au

Exporters' Club www.exportersclub.net

Business SA www.business-sa.com

Primary Industries and Resources South Australia (PIRSA) www.pir.sa.gov.au

South Australian Tourism Commission www.southaustralia.com

Science, Technology and Innovation Directorate (STI) www.innovation.sa.gov.au

Arts SA www.arts.sa.gov.au

BioInnovation SA www.bioinnovationsa.com.au

Education Adelaide www.studyadelaide.com

Department of Foreign Affairs and Trade www.dfat.gov.au

Regional Contacts – TradeStart

Regional Contacts – TradeStart Adelaide, Kangaroo Island, Fleurieu, Yorke Peninsula and Mid North

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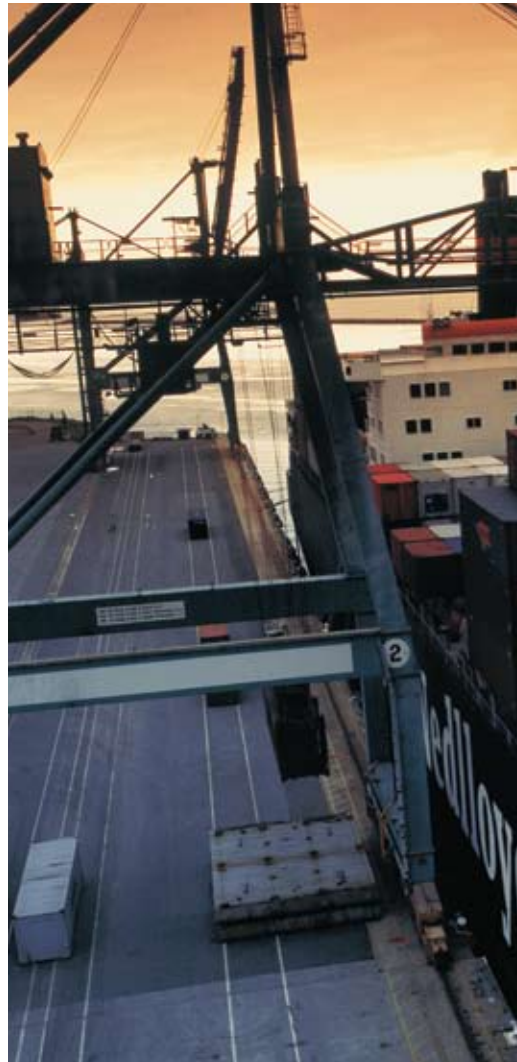
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