

ICAS-EU Workshop on China Trade and Investment

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Challenges and Opportunities for Business in South Australia in China

- Opening remark- SA prospective on Asia and China. SA is now open for business and international engagements must look from the eyes of SMEs. SA needs to understand Asia and the global economies.
- Opportunities- Growth of education & inbound tourism sectors, a great conduit for trade and investment.
- SA has all the attributes with great export to China, using foods, wines, medical, R & D and education trainings.
- We need to develop a great and strong export culture and ensure SMEs develop confident to trade overseas.
- SA has many great companies, services and products all ready for export but lack knowledge and understanding of how to do it. Export incubator, education and trade exploratory visits are important steps.
- China FTA and SA Premier's Mission to China are two keys turning points for new interests in China, working on the South

East Asia, India and North Atlantic drive. We will see the synergies.

- CITCSA and the multicultural business communities in SA are great platform to encourage SMEs to conduct their Export ready home work locally. Case study: Tourism Industry in Australia has a China Ready program to encourage inbound tourism from China.
- Good news is China is the flavour of the month. When you mention China, you get attention, support and money. Consistency and conversion of business in an issue.
- SA being a small State has all the formulas for success in opening China market and link with EU. We have the network, we have products, we have the local China champions. We have a Federal and State government and all the local councils all backing for the China connection. It just can't fail. It is a matter of working together. Too fermented at the moment.
- The reasons why we are not achieving the results as quickly are because:
 1. We are not investing enough on SMEs to get them to be export ready.
 2. We are not using the Asian's skill base in SA.
 3. We lack active communications between government agencies and the real players.
 4. We are not consolidating and using other pathways.