




Grow your global opportunity with export insight




Queensland's export markets continue to trend upward, reaching new 12-month highs, at a time when producers and businesses across the Darling Downs and wider region are looking to the market opportunities available to expand their business operations.




While the desire to enter the Asian market is cited by many producers in the region, activating the market is well-known to be a tough pursuit, and one that requires extensive time, cultural understanding, connections and cost, with no guarantee of success.


To lessen these barriers, TSBE/FLA established Shanghai and Beijing Offices and enlisted the expertise of Liu Wen, our Business Development Manager for Greater China.



Since establishing the role, Wen is fielding a five-fold increase in requests for assistance from members looking to access the Asian market. Ms Liu has a proven track-record of success in strengthening business entry and activation into the market, and in-country assistance under the Activate China program.



After meeting about 200 potential exporters from the Darling Downs region and beyond during the business delegation AccessChina'16,



Wen continued to work with clients from the trip to secure export pathways.

This is a signal of the strength and potential our region holds, through its innovative producers, connectivity through the Brisbane West Wellcamp Airport's weekly freight service to Hong Kong, and established partnerships with Asian markets.

Wen returned to the Darling Downs in August 2017 to meet with our current and burgeoning exporters, the Wellcamp Airport and other key stakeholders to maximise these opportunities.

TSBE and FLA members are able to use Wen's expertise in the Chinese market to grow their business and expand into the Asian market.

**To find out more, contact
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Available Services

MARKET ACCESS RESEARCH (Before importation)

- Importation procedure guideline preparation: an initial estimate of lead-time and cost for logistics, CIQ and custom clearance, storage and other possible costs;
- Distribution channels establishment guideline preparation: a general introduction to the procedure and costs of entering different sales channels, for example supermarkets and convenience stores;
- Target purchaser search and development: a tailor-made report with a list of potential buyers after searching in our distributor database;
- Market positioning, pricing and market strategy formulation: a competitor study report based on the research of targeted regions or cities of the market.

BACK-OFFICE OPERATION (During and after importation)

- Logistics, customs clearance and importation agent;
- Warehouse and inventory management.

BRANDING AND SALES CHANNEL ESTABLISHMENT (After importation)

- Marketing materials and Chinese website design;
- Booth management and representative work in major trade shows in China;
- Plan and execute other marketing events such as match-making seminars and business tours;
- Customer relationship management and follow-up work;
- Sales channel development and management.



Facts and figures

by Queensland Government, July 2017



China is Queensland's top trading partner, with total exports of

\$16.5B
an increase of 46%

Japan

\$10B &

India

\$8.5B

are both seeing substantial increases in trade

Queensland posted a record calendar year for exports in 2016 worth

\$8.5B

with 2017 looking to be another record year

Crops exports increased by \$180 million over the year to the May quarter in 2017 to

\$474m

driven largely by an increase in chickpea exports as well as wheat



At present one in five jobs in Queensland is supported by exports



Cotton exports rose \$61 million over the year to

\$188m

in the May quarter



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