



Central Victorian  
**Exporters Network**  
Thinking Globally Locally

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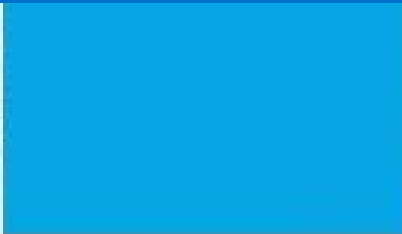
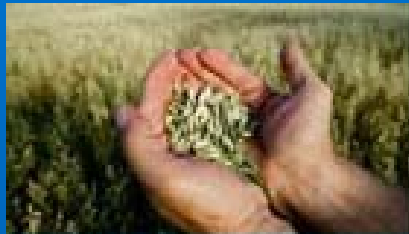
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[www.CVEN.com.au](http://www.CVEN.com.au)

www.CVEN.com.au

Presented by Scott McGillivray



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**Outline**

Overview of the  
CVEN

What you can do  
from here?

Overview of  
Austrade Role



Clarification of  
what this means  
to you



Developing skills and trade opportunities for Central  
Victorian Businesses



Australian Government  

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Austrade

# Austrade Services

How Austrade can support your  
company's export growth

Presented by:  
Scott McGillivray  
Export Adviser – Bendigo & Mildura



# Presentation Topics

- Who is Austrade and what do we do
- Key Issues in reaching International Buyers
- Our Services & Support



# Who we are

- The Australian Trade Commission (Austrade) is the Australian Government's principal trade promotion organisation
- Austrade is a statutory agency within the Foreign Affairs and Trade portfolio, established by the Australian Trade Commission Act 1985.
- Austrade helps Australian companies by reducing the time, cost and risk involved in selecting, entering and developing international markets

**We're in the business of taking your business to the world**



# Austrade delivers...

- Export , outward & inward investment services
- International business opportunities for Australian businesses
- Financial assistance through the Export Market Development Grants (EMDG) scheme
- Help for new and irregular exporters through localised Export Adviser Services
- Advice to the Australian Government
- Consular, passport and immigration services in some countries



Each year Austrade works with thousands of successful Australian businesses who are involved in Business at a global level

- Austrade assisted **5,908** client's to achieve **\$22.2 billion** in export sales.
- Austrade supported **155** Business in offshore investments worth **\$694 million**.
- Austrade provided **\$185.9 Million** in export grants to 4,105 Australian companies



# Main export 'industries'

## Austrade focuses on

- Food and Beverage
- Agribusiness
- Building, construction & infrastructure
- Information & communications technology (ICT)
- Defence and advanced manufacturing
- Financial Services
- Environmental / green technology



- Mining and related services
- Retail and consumer goods
- Health medical and biotechnology
- Professional Services
- Education
- Arts, culture & entertainment





# More than 112 locations in over 59 countries

## Austrade's Global Network



AUSTRADE NATIONAL NETWORK



18 Austrade Offices  
50 regional Tradestart Offices

■ Austrade office   □ TradeStart Office   ● Export Hub/Tradestart Office   ▲ Tradestart Extension



# Austrade key services for exporters



Market intelligence



Market research



Market selection



Visit programs and  
international trade missions



# Austrade services

## Export information

- Country and industry information
- Seminars and workshops – regular events held throughout Australia such as Getting into Export and industry-specific events
- Referrals to other government agencies and industry associations



# Austrade services

## Export coaching

- Export capability assessment
- Advice on export planning, budgets and payment options
- Advice on marketing strategies, marketing materials and website development
- Taking advantage of free trade agreements
- Answers to specific questions such as logistics and pricing



# Austrade services

## Assistance in overseas markets

- Appointments with selected business contacts
- In-market briefings by Austrade staff on the local industry, culture and business practices
- Trade exhibition support – Austrade coordinates displays for Australian exporters at industry-specific trade fairs around the world
- Showing samples of your product or service to potential customers in-market on your behalf – known as Virtual Presentations
- Arranging interpreters and the translation of documents
- Provide assistance to follow-up with potential customers and partners



# Austrade services

## Industry specialists ensure well-matched opportunities

- Industry specialists in Australia and offshore work to identify opportunities in sectors of high export potential
- Austrade has specialist expertise and contacts in:
  - Food and Beverages
  - Auto and Advanced Manufacturing
  - Infrastructure and Major Projects
  - Health, Biotechnology and Wellbeing
  - ICT and Group Projects
  - Agribusiness and Consumer
  - Education, Arts and Business Services



# Key Issues in your Company reaching to International Buyers

- Capacity & Resources
- Identified opportunities
- Preparation
- Confidence and knowledge access
- Management of programs





# Austrade Bendigo Office

- Examples of Client Interaction
  - Export strategy development
  - Trade Shows and Missions
  - Market Clustering Opportunities
  - Inward buyer opportunities and how we connect
  - CVEN as the principle Export Network in Central Vic
  - Reference Checks and customer qualifications



# Austrade Support Programs

## The Export Adviser Role

- Flexible tailored services to assist small and medium sized Australian companies to develop their businesses overseas.
- The program provides
  - Export capability assessment and preparation
  - Export planning – including market selection
  - Export plan implementation – involving a market visit
  - Ongoing one-on-one export coaching



# Austrade Support Programs

## The Export Adviser Role

- Export Capability, Assessment & Preparation
  - Providing advice and information on getting your business into export
  - Reviewing export capability and evaluating export readiness
  - Advising on international marketing strategies and marketing plans
  - Providing feedback on marketing material



# Austrade Support Programs

## The Export Adviser Role

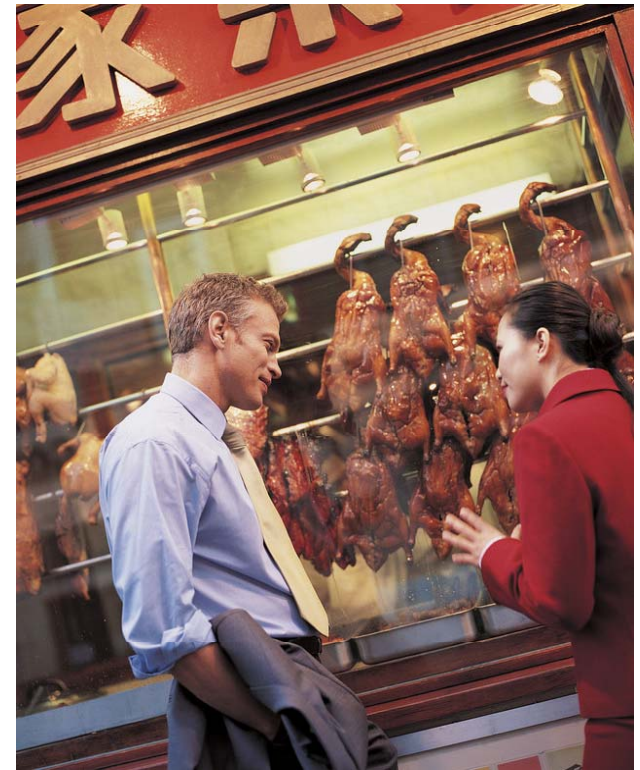
- Export Planning & Market Assessment
  - Informing of economic conditions and commercial practices in target markets
  - Evaluating suitability of product/service in target market
  - Accessing market research to help select the most appropriate market



# Austrade Support Programs

## The Export Adviser Role

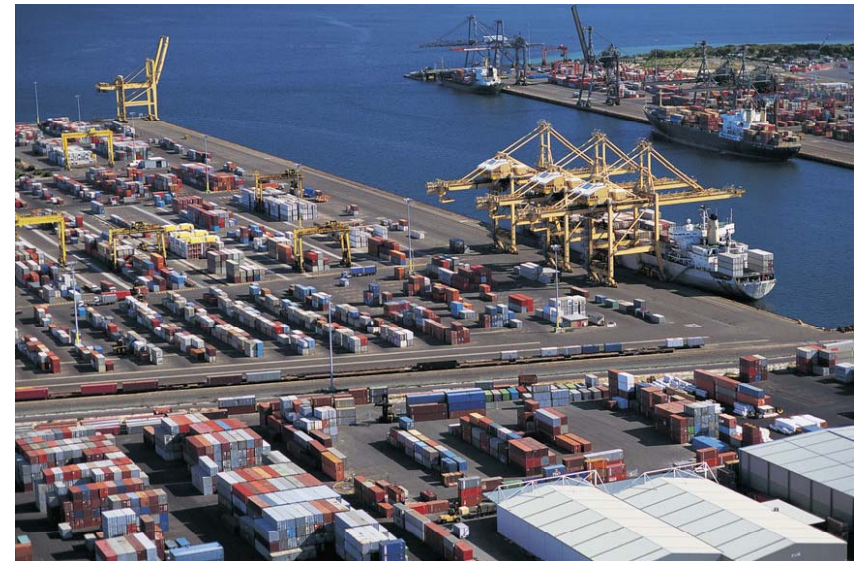
- Implementing the Plan - including a market visit
  - Assistance with preparing for a market visit
  - On the ground assistance in an overseas market
  - Briefings by in-market Austrade staff on local practices and culture
  - Appointment programs with identified buyers in foreign market



# Austrade Support Programs

## The Export Adviser Role

- Ongoing one-on-one coaching
  - Ensure businesses achieve maximum impact from a country visit
  - Assistance with negotiations and contractual matters
  - Guidance on payment instruments and logistics



# Austrade's fees

- Austrade is government funded, so we are able to provide many of our general services free of charge
- For tailored overseas solutions, we charge fees at an hourly rate. We will always provide you with a written quote after consultation and in advance of doing any work

**We have structured our services around the needs of Australian businesses**



# Learning & Resource Tools

- [www.austrade.gov.au](http://www.austrade.gov.au)







### Welcome

CVEN is a provider of export business services to Central Victoria.

**As a Victorian Business** – Find information on export opportunities and events, coaching & other specialist export services.

**As an International Customer** - If you are looking to buy from Australia, CVEN introduces you to a range of export capable companies and suppliers.

We look forward to supporting your international


**New Events**

- 26-11-2009 [Port Tour - Melbourne](#)
- 15-10-2009 [Food & Bev buying Tour Bendigo](#)
- 10-10-2009 [A corporate book to showcase your business](#)
- 08-06-2009 [Lorem ipsum dolor sit amet](#)
- 08-06-2009 [Ut aliquam sollicitudin leo](#)
- 08-06-2009 [Fasce pellentesque suscipit nibh](#)
- 10-05-2009 [Aliquam tincidunt mauris eu risus](#)

[View All](#)


**Find Industries**

CVEN is a provider of export business services to Central Victoria.

**As a Victorian Business** – Find information on export opportunities and events, coaching & other specialist export services.

**As an International Customer** - If you are looking to buy from Australia, CVEN introduces you to a range of export capable companies and suppliers.

We look forward to supporting your international business.

[View All](#)


**List your business**

If you are a Victorian business with a suitable export product then list your Company, products and services on the CVEN website.

We receive a regular stream of enquiries seeking products and services. By listing your business here, we help to promote your products.

[Find out more](#)





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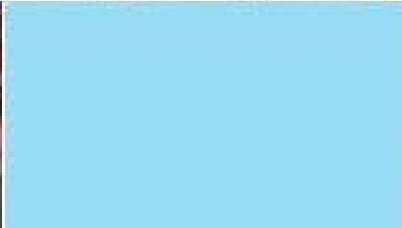
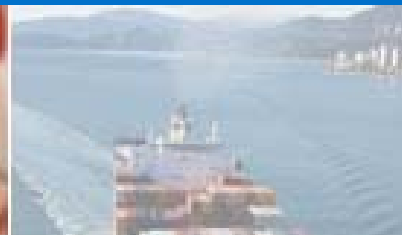
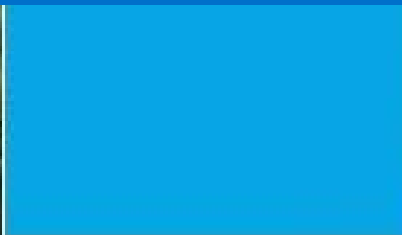
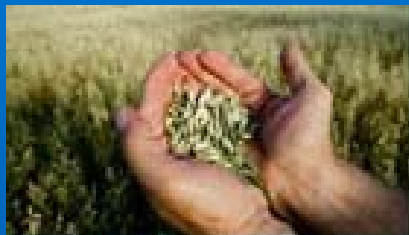
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Registered  
not for profit

Incorporated  
Entity

Management Board  
5 key industry  
professionals



Accountants &  
Business Advisors  
Export & Marketing  
Specialists



Developing skills and trade opportunities for Central  
Victorian Businesses



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Austrade

Industry  
Contributions

Victorian State  
Government



Collaborative  
agreements with  
5 Local Councils

AusIndustry



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Export Training



Export Advisory  
Services

Referrals

Customer  
Introductions

Coordinated  
Market Visits



Developing skills and trade opportunities for Central  
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**Export Training**

Industry  
Professionals

Delivering  
structured  
training

Introducing  
leading service  
providers



Developing skills and trade opportunities for Central  
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Customer  
Introductions

Export Support

Leveraging  
Networks



Trade  
Facilitation

Product  
Consolidation



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Referrals

Distributor  
Agreements

Financial  
Support



Trademark &  
Intellectual  
Property



Country  
Information

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Coordinated  
Market Tours

Leveraging  
Market Contacts



Customer  
Introductions

Sampling  
Showcase

Consolidation  
Advantages



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Advisory  
Services

Document  
Control - SOPs

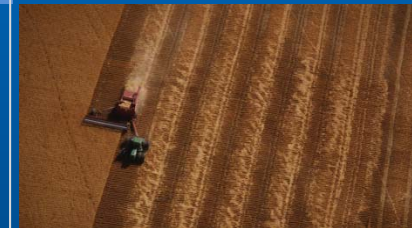


Entry Advice

Export  
Marketing

Export Business  
Plans

Product &  
Marketing  
Localisation



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## NCCMA Innovative Farming Program – CVEN's Project Scope

Drawing information from the program coordinators, CVEN's role is to identify key product categories that will:

- ✓ Compliment the proposed sustainable farming practices
- ✓ Have an identifiable, quantifiable need in international markets
- ✓ Meet the environmental constraints of the region
- ✓ Leverage local skills and competencies
- ✓ Compliment the future strategic plans and objectives of the region



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## Partner organisations

Support, Intelligence and Resources from

- ✓ The Australian Trade Commission (Austrade)
- ✓ Department of Primary Industries (DPI)
- ✓ Australian Quarantine & Inspection Service (AQIS)
- ✓ The Victorian State Government



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## Consolidating the intelligence

With sectors and opportunities identified:

- ✓ Key opportunities will be communicated
- ✓ Feedback is sought from industry participants
- ✓ Through research – develop clear business opportunities
- ✓ Identify markets of opportunity and entry strategies
- ✓ Validate these proposals



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## Development of Business Case Scenarios

Upon validation and confirmation from market:

- ✓ Development of business case(s)
- ✓ Communication to the audience
- ✓ Provision of industry contacts data sources for further evaluation



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**Example**

\$350-450  
Farm Gate

3 years of  
unfulfilled  
contracts

Coordinated  
breeding  
program

Industry  
advisors &  
trainers



Forward  
purchase  
contracts





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## Example

Developed  
business  
proposal

Clarification of  
opportunities



Consolidated  
purchase  
contracts

Business case  
and industry  
cost scenarios

Mentoring and  
specialist  
support







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